

7-Step Agent Productivity Plan

1. Collect each name, address, phone number, and e-mail address for all your sphere of influence contacts, preferably in digital form. Input the data into a contact management program.
2. Create a message of value, such as notice of a listing or sale or a market update, and email or mail this to your sphere of influence on a regular basis.
3. Make a daily call commitment. Choose how many calls you will make each day to your sphere of influence. All you have to say to prospects is, "I'm continuing to enjoy success, and I couldn't do it without people like you, so thank you!"

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4. Personally meet with somebody in your sphere of influence each week. Consumers are nervous about the market, and they want somebody to lean on. Through continual contact with a messages of value, Agents show they care.

5. Consumers are getting bombarded with information, and a lot of it is inaccurate.

Take time to learn about the reality of the local market and educate your clients with this knowledge. Position yourself as a clear-thinking analyst who can dispel the misperceptions and rumors about the nature of the local market. This information includes news about sales activity, pricing trends, interest rate trends, the changing loan markets, etc.

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6. Your productivity plan should emphasize monthly goals:

- Production objective – number of transactions closed
- Minimum number of calls to sphere of influence and other prospects
- Mailings / Emailings
- Networking events to attend.

7. Option: Choose an “accountability partner,” another associate or friend, who will call you weekly to check whether you have done what you promised.

Training and prospecting help channel fear into action!

Agent Sphere of Influence

- Plan Results -

THE PLAN

- ✓ Create a program to help establish 10 solid personal relationships each year.
- ✓ Expect two dozen transaction sides to grow from the plan.
- ✓ The program will assume the average home turns over once every five years.

Agent Sphere of Influence Plan

The program works this way:

Since the average home turns over once every five years, that means 10 relationships could translate into two listings per year. Assuming the agent also handles the sellers' move up purchase, that's another two transactions:

= four sides annually.

Each of the original 10 relationships can also be expected to generate at least one referral = 20 sides annually (assuming a listing and purchase for each of the 10 referrals)

That's 24 transactions a year!

NOW ADD the purchase loans in...

= 12 loans

TOTAL = 36 Transactions Annually!