

90-Day Agent Boot Camp



JONES HOLLOW
REALTY GROUP

THE 90 DAY PRODUCTION PLAN

FIRST 30 DAYS

1. Learn and internalize the following scripts. The pre-qualifying script, the listing presentation script and the basic answers to seller's objections. Practice and role play them 1 hour a day, 5 days a week starting today.
2. Start organizing your Center of Influence List by putting them in a simple usable form and start calling these people today and asking for referrals.
3. Start prospecting 2 hours a day, 5 days a week immediately. Call your Centers of Influence and make a minimum of 20 Just Listed/Just Sold contacts per day ... you can either do this by phone or at their door.
4. Preview property 1 hour a day, 5 days a week and see a minimum of 6 to 8 properties per day.
5. Create immediately a 90 day work schedule that will include, 1 hours of script practice, 2 hours of prospecting, 1 hours of previewing property and 1 hour returning phone calls and doing lead follow up.
6. At the end of each work day, if you have no appointments, stop by and talk to 2 For Sale By Owners and 2 Expired Listings at their homes.
7. Your goal for your first 30 days is to go on 4 appointments and get 2 contracts signed.

THE 90 DAY PRODUCTION PLAN

FIRST 30 DAYS		
Steps	Action	Completion Date
1	Start organizing your Center of Influence List	
2	Complete a Daily Schedule	
3	Learn and internalize the following scripts	
4	Start prospecting 2 hours a day, 5 days a week immediately	
5	Preview property 1 hour a day, 5 days a week and see a minimum of 6 to 8 properties per day.	
6	At the end of each workday, if you have no appointments, stop by and talk to 2 For Sale By Owners and 2 Expired Listings at their homes.	
7	Your goal for your first 30 days is to go on 4 appointments and get 2 contracts signed.	
8	How many appointments this week did you go on? How many contracts signed?	

SECOND 30 DAYS

1. Learn and internalize the For Sale By Owner, the Expired, the Just Listed/Just Sold scripts. Practice and role play them 1 hour a day, 5 days per week.
2. Keep your mind focused on the following three words Attitude, Approach and Expectations.
3. Continue previewing property 1 hour a day, 5 days a week. As you preview, be looking for For Sale By Owners. Stop and talk to them. Keep your expired list at your side so you can also contact them when you are in the neighborhood.
4. Use a CRM (company provides) or create a simply lead follow up system by using 3x5 cards and be prepared to call your leads several times a day ... ask them for appointment. Add one hour a day for lead follow up.
5. Your goal is to get your Center of Influence file to 250 names as soon as possible. Continue adding to your file daily.
6. Increase your prospecting to 3 hours a day, 5 days a week included would be talking to 5 to 7 For Sale By Owners and 5 to 7 Expired Listings, 5 to 7 Center of Influence calls and 30 Just Listed/Just Sold contacts.
7. Start tracking your numbers daily, including your days worked, your hours of prospecting, the contacts that you have made and any appointments you have made, and any listings taken.
8. Do whatever it takes to follow your schedule as much as possible at least 50% of this month.

9. At the end of each day, answer these three questions, in a notebook or journal
 1. What did I do right today?
 2. What do I need to improve on tomorrow?
 3. What are the most important things I learned this week?
10. Go on a minimum of 6 appointments and get at least 3 contracts signed.

Second 30 DAYS		
Steps	Action	Completion Date
1	Learn and internalize the For Sale By Owner, the Expired, the Just Listed/Just Sold scripts. Practice and role play them 1 hour a day, 5 days per week.	
2	Preview property 2 hours a day, 5 days a week	
3	Create a simply lead follow up system by using 3x5 cards and be prepared to call your leads several times a day ... ask them for appointment. Add one hour a day for lead follow up.	
4	Center of Influence file to 250 names	
5	Increase your prospecting to 3 hours a day, 5 days a week included would be talking to 5 to 7 For Sale By Owners and 5 to 7 Expired Listings, 5 to 7 Center of Influence calls and 30 Just Listed/Just Sold contacts.	
6	Start tracking your numbers daily, including your days worked, your hours of prospecting, the contacts that you have made and any appointments you have made, and any listings taken.	
7	Follow your schedule 50% of the time.	
8	Go on a minimum of 6 appointments and get at least 3 contracts signed.	

THIRD 30 DAYS

1. Increase your role play and practice to 2 hours a day, 5 days a week.
2. Make sure your schedule reflects the goals that you want to obtain and do not go off your schedule in these first 90 days.
3. Expand your methods of prospecting and increase your contacts to 40 per day.
4. Start tracking your numbers each day and find two accountability partners to work with this week.
5. Start calling for price reductions on any listings that you have and start accumulating market statistics immediately.
6. Start calling each listing and pending that you have, once a week, to update them as to the progress being made.
7. Your goal is 8 appointments during this month and 4 contracts signed.

Third 30 DAYS		
Steps	Action	Completion Date
1	Role play and practice to 2 hours a day, 5 days a week.	
2	Make sure your schedule reflects the goals that you want to obtain and do not go off your schedule in these first 90 days.	
3	Expand your methods of prospecting and increase your contacts to 40 per day.	
4	Start tracking your numbers each day and find two accountability partners to work with this week.	
5	Increase your prospecting to 4 hours a day, 5 days a week included would be talking to 5 to 7 For Sale By Owners and 5 to 7 Expired Listings, 5 to 7 Center of Influence calls and 30 Just Listed/Just Sold contacts.	
6	Start tracking your numbers daily, including your days worked, your hours of prospecting, the contacts that you have made and any appointments you have made and any listings taken.	
7	Follow your schedule 50% of the time.	

The following are additional steps to make your program work

1. Expand to 4 accountability partners ... share this plan with your spouse, your family, your accountability partners and your manager.
2. Keep your schedule simple and check off each activity as you do it.
3. Don't allow rejection and frustration to take you away from the program ... it is part of this program.
4. To counter the frustration that you are going to experience, consider a healthier eating program and strongly consider exercising daily.
5. Now that you have completed the 90 day production program, make a commitment today to follow this program for the next 18 months to maximize your production and income.

HOW TO ROLE PLAY EFFECTIVELY

1. Stand up while role playing!
2. Always smile, smile, smile!
3. Be enthusiastic!
4. Arms in ready position!
5. Positive role play manner!
6. Follow scripts verbatim!

HOW TO LEARN SCRIPTS

1. Read out loud as fast as you can.
2. Chant as a group line by line.
3. Learn the body and tonality.
4. Role play with instructor as a group.
5. Role play with a partner.

KEEPING TRACK OF YOUR NUMBERS

As you start on The 90 Day Production Plan you will want to start now learning to track your numbers. We have enclosed for you the following

...

- 1) Daily Log Sheet
- 2) Lead Generation Form
- 3) Numbers Ratio

The Daily Log Sheet

This form allows you to keep track of your prospecting calls (attempts and contacts) for the day. It also helps you monitor incoming ad calls, sign calls, leads generated and total appointments set. We have also included a simple TO DO "TODAY" LIST to keep you focused on things that must be accomplished for the day. Use this form daily.

The Lead Generation Form

Generating leads is one issue in your business keeping them organized on the day that you get them is another and your Lead Follow Up System is a completely different factor that you have to develop. This is a simple Lead Generation Form that you may choose to use. Make a supply of these forms and keep them with you at all times in your briefcase, your car, and on your desk.

Numbers Ratios

This form will allow you to track your effectiveness and efficiency as you build your prospecting skills. Again, please make copies of this form and review on a weekly basis.

DEVELOPING A CENTER OF INFLUENCE

Use the following list to "jog" your memory for additional names of contacts. Ask yourself if you know anyone who is at all involved in any of the following. Write their name next to each, if none, cross them out.

Accountant	Cable TV	Furniture
Advertising	Camping	Gardens
Aerobics	Carpet	Golfing
Airline	Cleaning	Groceries
Alarm Systems	Cellular Phones	Gymnastics
Animal	CPA's	Hair Care
Health/Vet	Chiropractors	Handyman
Apartments	Church	Hardware
Appraisers	Colleges	Health Club
Architects	Computer	Health
Art	Construction	Insurance
Athletics	Consulting	Horses
Attorney	Contractors	Hospitals
Automobile	Cosmetics	Hotels
Baby-sitters	Country Clubs	Hunting
Banking	Credit Union	Insurance
Barber	Day Care	Investments
Bartender	Delivery	Jewelry
Baseball	Dentists	Lawn Care
Beauty Salon	Dermatologists	Libraries
Beeper	Doctors	Limousines
Bible School	Dry Cleaners	Loans
Boats	Dry Wall	Management
Bonds/Stocks	Electrician	Manufacturing
Bookkeeping	Engineering	Massage
Bowling	Firemen	Therapists
Builders	Fishermen	Mechanics
	Florist	

Medical
Mortgages
Motels
Museums
Music
Mutual Funds
Newspapers
Nurses
Nutrition
Office Furniture
Office Machines
Office Supplies
Optometrists
Orthodontist
Pediatricians
Pedicures
Pensions
Pest Control
Pets
Pharmacies
Phones

Physician
Plumbing
Podiatrist
Pools
Preschool
Printing
Property Mgmt.
Rental Agencies
Resorts
Restaurants
Roofing
School
Secretaries
Shoe Repair
Siding
Signs
Skating
Skiing
Skydiving
Soccer
Softball

Software
Spas
Sporting Goods
Surgeons
Tailors
Teachers
Telecommunicat
ions
Tennis
Theaters
Title Companies
Training
Typesetting
Universities
Video
Waste/Garbage
Weddings
Wine

HOW TO PLAN AND STRUCTURE YOUR DAY

1. Take 15 minutes each morning or afternoon to plan your day:
 - a. Decide to make it fun
 - b. Decide your outcome in advance
 - c. Remember real estate is 90% attitude
2. List all the activities necessary to help you achieve your goals.
3. Prioritize these activities into three groups:
 - a. Must do
 - b. Should do
 - c. Could do
4. Focus on the "must do" activities.
5. Block out specific times during the day to do your:
 - a. Administrative work
 - b. Prospecting
 - c. Lead follow-up/appointment setting time
 - d. Going on appointments
 - e. Negotiation/paperwork
 - f. Practice
 - g. Mental preparation

Remember ... treat your prospecting and lead follow-up as individual appointments! They are the engine of your business ... do them daily!

6. Set aside a specific time(s) to return phone calls and only return phone calls at that time ... stop reacting to the phone.
7. Create an action plan, review it daily and stick to it!
 - a. Daily = Daily Schedule
 - b. Monthly = Monthly Action Plan
 - c. Annually= Annual business plan

DAILY LOG SHEET

CONTACTS

Daily Goal: _____

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27
28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50
51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73
74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96
97 98 99 100

Ad Calls	1	2	3	4	5	6	7	8	9	10
Sign Calls	1	2	3	4	5	6	7	8	9	10
Leads	1	2	3	4	5	6	7	8	9	10
Appts Set	1	2	3	4	5	6	7	8	9	10

TO DO "TODAY" LIST

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

DAILY AFFIRMATIONS

1. _____
2. _____
3. _____
4. _____
5. _____

DAILY SCHEDULE

7:00 – Wake up

8:00 – Get to office

8:00 – 10:00 –check emails and do paperwork - Admin

10:00- 12:00 – Prospect

12:00 – 1:00 – Lunch

1:00 – 2:00 – Lead Follow up

2:00 – 3:00 – Preview Properties

1:00 – 4:00 – Appointments

3:00 – 4:00 – Admin work, return phone calls

4:00- 6:00 – Prospect!