



## “Jump Starting Your Production”

### 90 Day Production Plan

#### First 30 Days

1. Learn and internalize the pre-qualifying, listing presentation and the 10 basic objection handlers. Practice and role play them 2 hours per day 5 days per week.
2. Download 100% of the scripts off the internet and put them in a workable file.
3. Start your Center of Influence list, put it in an organized fashion and start calling them immediately looking for referrals.
4. Prospect 3 hours a day 5 days a week ... again calling Centers of Influence and make at least 20 Just Listed/Just Sold contacts per day ... call them or go see them.
5. Preview property 2 hours a day and see a minimum of 6 to 8 properties per day.
6. Create a simple 90 day work schedule that includes 2 hours of script practice, 3 hours of prospecting, 2 hours of previewing property and 1 hour of returning phone calls and doing lead follow-up.
7. At the end of each day if you have no appointments stop by and visit 2 FSBOs and 2 Expired listings at their door.
8. Go on a minimum of 4 appointments and get 2 contracts signed in the first 30 days



## **The Second 30 Days**

1. Learn and internalize the FSBO, Expired, Just Listed/Just Sold scripts for 2 hours a day 5 days a week.
2. Keep your mind focused 100% on the three words: attitude, approach and expectations.
3. Continue previewing property 2 hours a day 5 days a week seeing a minimum of 6-8 homes per day and be looking for FSBOs as you drive through neighborhoods and keep your expired list at your side so you can contact both of these parties while previewing.
4. Add 1 hour a day to your schedule for lead follow-up, create a simple lead follow-up system by using 3x5 cards and reviewing your leads several times a day and calling for appointments.
5. Continue building your Center of Influence file, the goal is to get it to 250 names minimum as soon as possible.
6. Spend a minimum of 4 hours a day prospecting which will include calling or seeing 5-7 FSBOs and Expireds, 5-7 Center of Influence asking for referrals and 30 Just Listed/Just Sold contacts
7. Start tracking your numbers daily, including your hours of prospecting, your contacts made and any appointments set and listings taken.
8. Do whatever it takes to follow your schedule 100% at least 50% of this month.
9. At the end of each day answer these 3 questions in a notebook or journal:
  - a. What did I do well?
  - b. What do I need to improve upon?
  - c. What is the most important thing I learned this week?
10. Go on a minimum of 6 appointments (the goals should be 8) and get at least 2 contracts signed with a goal of 3.



## **Third 30 Days**

1. Add one hour of role-playing to your daily schedule (this is one of the most critical parts of your 90 day plan.)
2. Make sure the schedule you have reflects the goals you want to attain and do not go off your schedule in these first 90 days.
3. Expand your methods of prospecting and make a minimum of 40 good quality contacts per day.
4. Track your numbers daily and find at least 2 accountability partners to work with.
5. Go on 8 appointments in this 30 day period and get 4 contracts signed.
6. Now that you've completed the first 90 days make a commitment to follow this plan for the next 18 months to maximize your production.

## **Action Steps to Make This Program Work**

1. Find at least 3-4 strong accountability partners to work with, share this plan with your manager, your spouse and anyone who will listen.
2. Keep your schedule simple and check off each activity as you do it.
3. Don't allow rejection, frustration or worry to take you off the track ... its part of the program.
4. Since frustration is part of the process start exercising and eating better to remove the frustration.
5. Re-commit to an 18 month cycle for this program.