

Internal Review

Mastering Sales Performance Skills

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Analysis: Your Business Strengths and Challenges

Rate yourself as: 1 = Excellent
 3 = Fair

2 = Very Good
4 = Needs Improvement

ACTIVITY	RATING	POSSIBLE ACTIONS TO IMPROVE RATING
SALES		
Finding potential buyers (proactive)		
Evaluating buying potential		
Following up with potential buyers		
Interviewing, qualifying buyers, building rapport		
Showing properties buyers want to see		
Helping buyers make buying decisions – closing		
Evaluating time spent in helping each buyer (too much, not enough?)		
Customer satisfaction level		

ACTIVITY	RATING	POSSIBLE ACTIONS TO IMPROVE RATING
LISTING		
Finding potential sellers (proactive)		
Qualifying sellers		
Evaluating marketability of product		
Giving an effective marketing presentation		
Closing for a listing		
Promoting property marketing plan		
Time on market for my properties		
Customer satisfaction level		



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ACTIVITY	RATING	POSSIBLE ACTIONS TO IMPROVE RATING
SKILLS/OPERATIONS		
Qualifying skills with buyers		
Negotiating the purchase & sale agreements		
Follow-up prior to closing		
Marketing plan after closing – building referral business		
Marketing myself		
Telephone skills – to get ‘leads’		
Open house skills – to get ‘leads’		
Handling objections skills		

Skills that, mastered, will increase your income: _____

These go into your Action Plan.

Insights:

Are you becoming expert at something by spending time on low pay off activities?

Excerpted from *The Business Planning System for the Real Estate Professional*



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