

# A Prioritized Job Description of a Successful Real Estate Salesperson\*

From Carla Cross, CRB, MA

There are three categories of activities that our associates consistently perform to become successful agents, to make money fast—in this order. These activities are called **Business Producing Activities**. See [Up and Running in 30 Days](#) for specific guidance in developing a \$\$\$\$ producing start-up plan. Managers: Use this description in selecting agents that will produce for you.

## Business Producing Activities

### I. Develop and Implement a Business Start-Up Plan

- A. Find potential customers and clients by identifying target markets (lead generation)
- B. Prospect to find buyers and sellers daily and in great numbers (lead generation)

**Skills required:** lead generating, marketing  
Sales skills

**Traits required:** Aggression, tenacity

**Our agents' quick income and quick success is largely determined by the number of people contacted regularly (lead generation)**

### II. Sales Activities Generated as Result of Business Start-Up Plan

- A. Showing homes to qualified customers
- B. Selling homes
- C. Listing marketable properties to sell in normal market time

**Skills required:** Sales skills  
Marketing skills

**Traits required:** Tenacity

### III: Activities that Assure a Check

- A. Selling homes
- B. Listing sold

**Skills required:** sales skills/closing skills (focus on closing)

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All other Activities are **Business Support Activities**

- A. Preview properties
- B. Paperwork/sales follow-up
- C. Education
- D. Meetings
- E. Internet/social media/email

Doing too many activities in this category without doing the activities in the first category in great numbers **assures** failure.

