

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)

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.

