



GOAL SETTING

WORKSHOP



**Everyone's Life Fits Into A Plan.
Without A Plan of Your Own,
You Will Fit Into Someone Else's.**

YOU MUST HAVE A GOAL BEFORE YOU CAN START

Setting effective goals, Personal, Financial, Social, or Other, and aggressively pursuing an agenda for achieving those goals can be one of the most powerful and rewarding **Skills** you will ever **Learn**.

Goal-setting is an **Acquired** expertise that only improves with **Use** and **Practice**.

Goal-setting enables you to achieve **Clarity** of mind and **Purpose**.

With ability to focus your energy upon your objectives, **Clarity** and **Control** empowers you to accomplish your goals. In turn, your accomplishments will breed **Self-Confidence** and **Self-Esteem**, two primary ingredients for personal and professional growth.

Goal-setting acts as a form of **Programming**, which prompts you to work on those objectives that are the most important. Without direction, daily activities are dictated by items placed in the IN basket.

Goal-setting plays a vital role in helping you select a career path for **Growth and Achievement**.

1. Four Steps to Goal-Setting:

- A. Determine the goals and prioritize them.
- B. Define strategies and tactics (the steps you will take to achieve them).
- C. Quantify your objectives in concrete terms -- assign numbers -- of precisely how you will achieve the goal.
- D. Assign deadlines and time-frames (Be specific).

2. Goals Must Be

- A. Positive
- B. Definite
- C. Obtainable
- D. Written
- E. Visualized
- F. Have Deadlines

3. Kinds of Goals

- A. Long Range
- B. Short Term

4. Types of Goals

- A. Tangible
- B. Short Term

5. **Reasons for Goal-Setting**
 - A. Allows you to adjust your Income to fit your Lifestyle.
 - B. Not adjust your Lifestyle to fit your Income.

6. **Goals Must be Balanced in the Six Areas of Your Life**
 - A. Financial
 - B. Spiritual
 - C. Family
 - D. Education/Mental
 - E. Health
 - F. Social

7. **Success in the Progressive Realization of a Worthwhile, Predetermined Goal.**

... of 100 men at age 25, at age 64: 5 will be Successful
1 will be Rich
40 will still be Working
54 will be broke

8. **Failure is due to Lack of Direction, NOT Lack of Time.**

9. **If you decide to Think, Feel, and Act as the kind of person you want To Be, you will Become that person.**

10. **We must take personal responsibility for having a positive attitude.**

IMPORTANT GOALS FOR A TOP SALESPERSON

1. Create an identity for yourself -- them, live it!!
2. Do your homework; know what your prospects want.
3. Get into your job -- turn on and be excited about your life and career.
4. Get into your territory early and work smarter.
5. Become your customer's best friend.
6. Discover what your prospect really wants; devise a plan to get it done through value-added selling.
7. Assume the sale; ask for the listing.
8. Take more RISK!!!

DAILY COMMITMENT AND **SHORT TERM GOALS**

1. Be a builder of people.
2. Positively impact the quality of state of those you touch.
3. Expand your impact through your reputation.
4. Continuously cultivate the attitude of gratitude and enjoy each day.
5. See two expired and/or FSBOs per day.
6. Keep in constant contact with your clients.

ANALYSIS OF PRIOR YEAR ACTIVITY

Year Ending _____

Gross Commission Income Residential _____
Gross Commission Income Investment _____
Income from Other Real Estate Activity _____
Total Income _____

Income First Quarter _____
Income Second Quarter _____
Income Third Quarter _____
Income Fourth Quarter _____

Average Sales Price of Properties Closed _____
Average Sales Price of Properties Listed _____

Number of Listings Taken _____
Number of My Listings I Sold _____
Number of My Listings Others Sold _____
Number of My Listings that Did Not Sell _____

Number of Sales of Others Listings _____

Total Number of Open Escrows _____
Total Number of Closed Escrows _____
Total Canceled Escrows _____

Average Income of Each Closing _____
Average Hours Worked per Week _____
Average Hours spent Prospecting per Week _____
Average Hours spent in Open Houses per Week _____
Average Hours spent Showing Properties per Week _____

The Most Productive Sources of Listings Were:

	Source	Number
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____

MY PERSONAL COMMITMENTS

Based on a thorough analysis of my prior year's activity and earnings, my major objectives for the New Year are as follows:

1. My objective is to Earn \$ _____ during the next 12 months.
2. I will Prospect a total of _____ hours per week.
3. I will Host _____ *Open Houses* per week.
4. I will Send _____ *Just Listed* and _____ *Just Sold* notes around each and ever listing and sale.
5. I will Write _____ personal notes to my sphere of influence per day.
6. I will Update my sphere list on a _____ basis.
7. I will Work _____ hours per week with _____ % being devoted to the productive areas resulting in listings.
8. To Accomplish my goals, I will need to spend \$ _____ on advertising, \$ _____ on direct mail, and \$ _____ on other promotional activity.

SPECIFIC STEPS TO ACHIEVE MY GOALS

In order to meet the specific goals I have made, I will need to perform the following activities:

Activity	Hours per Week
1. Calling my Sphere of Influence	_____
2. Contacting FSBO's	_____
3. Contacting Past Clients	_____
4. Contacting Expired Listings	_____
5. Hosting Open Houses	_____
6. Prospecting Door-to-Door	_____
7. Direct Mail and Follow-Up	_____
8. Follow Up on Escrows	_____
9. Follow Up on Listings	_____
10. Listing Appointment Preparation	_____
11. Previewing Property	_____
12. Setting Showing Appointments	_____
13. Showing Property	_____
14. Office Meetings	_____
15. Caravan	_____
16. Continuing Education	_____
17. Sales Training	_____

SPECIFIC OBJECTIVES

Income Goals:

Annual _____

Monthly _____

Weekly _____

My Average Sales price is _____

My Average Commission per Closing is _____

To Reach My Income Goal, I Need to Close:

_____ Escrows per Year

_____ Escrows per Month

_____ Escrows per Week

To Close these Escrows, I Need to Open Escrow on:

_____ Sales per Year

_____ Sales per Month

_____ Sales per Week

I Am Committed to _____% of My Escrows to be My Listings Sold.

In Order to Achieve this Goal, I Must Obtain:

_____ Listings per Year

_____ Listings per Month

_____ Listings per Week

Daily Work Plan

Name _____

Date _____

TODAY'S PLAN OF ACTION

ACTION ACCOMPLISHED

7:00	_____	PLAN YOUR DAY	_____
8:00	_____	EXPIRED LISTINGS	_____
8:30	_____	Personal Contacts	_____
9:00	_____	Telephone Contacts	_____
9:30	_____	FARMING	_____
10:00	_____	Letters Mailed	_____
10:30	_____	Personal Contacts	_____
11:00	_____	Telephone Contacts	_____
11:30	_____	FOR SALE BY OWNERS	_____
12:00	_____	Personal Contacts	_____
12:30	_____	Telephone Contacts	_____
1:00	_____	CUSTOMER FOLLOW-UPS	_____
1:30	_____	Personal Contacts	_____
2:00	_____	Telephone Contacts	_____
2:30	_____	REFERRALS	_____
3:00	_____	Personal Contacts	_____
3:30	_____	Telephone Contacts	_____
4:00	_____	PROPERTIES INSPECTED	_____
4:30	_____	OPEN HOUSE	_____
5:00	_____	Canvass Around Open House	_____
5:30	_____	Personal Contacts	_____
6:00	_____	Telephone Contacts	_____
6:30	_____	PROPERTIES SHOWN	_____
7:00	_____	_____	_____
7:30	_____	_____	_____
8:00	_____	RESULTS	_____
8:30	_____	Listing Presentations	_____
		Listings Obtained	_____
		Sales Made	_____

GOAL SETTING QUOTES

There's a phenomenon in horse racing where a young horse will slow down as soon as he gets out in front because he can't see the other horses. Don't run your race that way. If there's no one out in front of you, find our a new opponent, set a new goal, or, once, in a while, look back to see who's catching up.



The successful people I know always have a carrot in front of them, slightly out of reach, no matter how many carrots they already have.



Everyone needs a plan. If you don't have one, write one. Then, do the most important thing of all; go back and look at it once in a while.



If you don't have a destination, you'll never get there.



Many people fail to achieve their goals because they have grown so comfortable in their job that they are afraid to meet the challenge of a new one.



Successful people show up on time with a plan and a commitment to carry it out, and then, execute it.



All success is, really, is having a predetermined plan and carrying it out successfully over a long period of time.