

'The Commercial Real Estate Brokerage industry offers great opportunity for those that plan their approach and strategy. This document is a Sales Team tool to help focus the group on the tasks and skills that really matter. Set your plans and start taking action.'

John Highman

Top Broker Formula

Planning is the precursor to moving ahead in commercial real estate brokerage.

John Highman

<http://commercial-realestate-training.com/>

HIGH ACHIEVERS

Research carried out to identify achievers has found that they have eight traits in common.

1. They go beyond previous levels of achievement – they compete against themselves.
2. They know what they want and have clear and specific goals for getting it.
3. They have a high tolerance for uncertainty. They deal well with confused situations that others would flee from.
4. They draw few distinctions between work and play – work is often their hobby.
5. They are rarely sick and seldom take a day off.
6. They solve problems rather than look for blame.
7. They confidently take risks after weighing up the worst consequences of an action.
8. They avoid comfort zones where others get stuck.

SELF EVALUATION

	POOR	AVERAGE	GOOD	EXCELLENT
Ideas				
Productivity				
Handling Change				
Motivation				
Discipline				
Planning				
Decision Making				
Attitude				

Select 3 items you are going to work on.

1. _____
2. _____
3. _____

PERSONAL PRIORITIES

SELF EVALUATION

	POOR	AVERAGE	GOOD	EXCELLENT
Appearance				
Attentiveness				
Enthusiasm				
Clarity				
Positive Mindset				
Confidence				
Persistence				
Preparation				
Rapport				
Sequence				
Visuals				
Script				
Convincing				

Select 3 items you are going to work on.

1. _____

2. _____

3. _____

NAME _____

TARGETS

W/E / /

[illegible]

NAME

ACTION PLAN

W/E / /

[illegible]

PERSONAL MARKETING PLAN

[illegible]

NAME

WEEKLY SCHEDULE

W/E / /

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8.00 - - -						
9.00 - - -						
10.00 - - -						
11.00 - - -						
12.00 - - -						
1.00 - - -						
2.00 - - -						
3.00 - - -						
4.00 - - -						
5.00 - - -						
6.00 - - -						
7.00 - - -						
8.00 - - -						

NOTES AND RESOURCES:

A full set of tips tools and ideas for commercial real estate brokers can be accessed at our website <http://commercial-realestate-training.com/>

Action Steps and Team Commitments:

1. -
2. -
3. -
4. -
5. -
6. -
7. -
8. -
9. -
- 10.-
- 11.-
- 12.-
- 13.-
- 14.-
- 15.-
- 16.-
- 17.-
- 18.-
- 19.-
- 20.-
- 21.-
- 22.-
- 23.-
- 24.-
- 25.-