90 Day Success Plan MARS/Resources/Manuals & Files/Sales Files/90 Day Success Plan

Agent:	Start Date:	
Agent Sign:	Sales Manager Sign:	
	Month 1	
Prior to start day	 Sign employment contract including KPI's Personal photos taken Personal biography written Order business cards Provide copy of RE licence/ Registration to Principal Order name badge Allocate your BDA and study your BDA vital stats (MARS/Sales Files/BDA Vital Stats). Review all content of the McGrath website and it's functions Book into "McGrath Way" training (Full Day) Book into "Fast Track" Training (2 Full Days) 	
Day 1	 Set up your desk, phone message, email signature and MARS login Record mobile and desk phone messages Office tour and introductions to team Schedule weekly 1 on 1 Coaching session with sales manager/principal (recurring diary appointment, weekly for 12 weeks, then review frequency) Assign Oxygen broker and introduction Assign property manager and introduction Study the McGrath USP (MARS/SALES FILES & MTV) Create your Sales Business and Prospecting Plan with sales manager (MARS/SALES FILES). Must include 10 + prospecting strategies. Create your personal marketing plan (MARS/SALES FILES) Review MTV topic categories and content for current and future reference Start watching MTV clips from Prospecting category and 101 series Create your ideal week (MARS/SALES FILES). Must include 12 hours min of prospecting Create your personal listing kit (MARS/SALES FILES) Download McGrath Listing App to iPad (MARS/SALES FILES) 	

Week 1	Weekly 1 on 1
	Read "You Inc" (by John McGrath)
	• Review all lead generation letters and phone scripts on MARS/SALES FILES (these are what you will systematically use as part of your prospecting plan)
	 Implement your prospecting plan and start measuring your results on Weekly Call Register (template on MARS/SALES FILES)
	 Enter everyone you know on database and send Prospecting Letter #1 (MARS/SALES FILES)
	Review Buyer questions (MARS/SALES FILES)
	Review Listing Questions (MARS/SALES FILES)
	 Start calling old OFI books, data base etc to find hot buyers or possible sellers (sales manager may be able to provide)
	• Order A frame sign/s (auction and OFI)
	 Order sign board flag/s (auction and OFI)
	Read your office procedure manual
	• Attend 3x auctions and 3x OFI's (McGrath & other agents to observe and learn)
	Contact expireds and FSBO in your BDA
	• Start tracking every new listing in your BDA weekly (use REA and/or Domain).
	 Go to 3 listing appointments with a senior agent to observe (sales manager to organise)
	• Pre plan your annual leave times (work hard then rest)
	• Have 5 face to face buyer appointments (show them office stock)
	• Review McGrath USP (you must know the benefits you can now provide)
	Add 10 people min. to your data base
	• Watch 3 clips on MTV from Prospecting and 3 from Listing categories
	Practice inputting listings, buyers, vendors in MARS
	Learn to use RP Data and APM
	• Research buyer origin with your BDA (via MARS and ask senior agents).
	 Goal for week 1 – book 2 KTI's (the idea is to meet people, not specifically to list)

Prospecting as per your planCall back those who received your intro letter from week 1
Call back those who received your intro letter from week 1
 Arrange to attend sales meetings at neighbouring McGrath offices (regularly) to introduce yourself
 Attend 3 auctions and 3 OFI's (McGrath & others)
 Review OFI checklist (MARS/SALES FILES and MTV OFI clip)
Go to 3 listing appointments with a senior agent to observe/learn
• USP test with sales manager- you must know it by now 100%
• Role play listing presentation with sales manager x2
 Contact FSBO and expired listings (and track them)
• 5 face to face buyer appointments
Add 10 people min. to your data base
 Join or set up a business/networking group (local business owners etc)
 Research competing agents in your BDA (attend OFI's, research their sales and listings etc)
• Watch 3 clips on MTV from Prospecting and 3 from LISTING categories
MARS practice (see you CC and MARS Champion)
Track every new listing within your BDA
Create your listing case studies (template on MARS/SALES FILES)
• Role play expectation meeting with sales manager (MARS/SALES FILES and MTV)
• Goal for week 2 – book 2 KTI's (some KTI's will eventually turn into listings)

Week 3	Weekly 1 on 1
	 Prospecting as per your plan (letters, follow up calls, networking and working with hot buyers should now be part of your weekly routine)
	Have 5 face to face buyer appointments
	Attend 3 auctions and 3 OFI's
	Watch MTV clips from different categories (your choice, min 4)
	Track every new listing in your BDA
	Add 10 people to your data base
	Practice your USP, listing presentation and expectation meeting
	Review OFI and Auction checklist (MARS/SALES FILES)
	 Role play objections with sales manager and or senior sales people (they fire the objections, you answer them). (Refer also objections category on MTV and Scripts section of Fast Track manual).
	 Role play listing presentation and expectation meeting with sales manager (1 x each)
	Goal for week 3 – book 4 KTI's (some KTI's will eventually turn into listings)

Week 4	Weekly 1 on 1
	 Prospecting as per your plan (letters, follow up calls, networking and working with hot buyers should now be part of your weekly routine)
	Have 5 face to face buyer appointments
	Attend 3 auctions and 3 OFI's
	Watch MTV clips from different categories
	Track every new listing in your BDA
	Add 10 people to your data base
	Practice your USP, listing presentation and expectation meeting
	 Role play objections with sales manager and or senior sales people (they fire the objections, you answer them)
	 Goal for week 3 – book 4 KTI's (some KTI's will eventually turn into listings)
Month 1	Hyper local knowledge of your BDA

Month 1	Hyper local knowledge of your BDA	
Milestones	• 12 KTI's	
	Min 40 new people into data base	
	Know the McGrath USP very well	
	 Know the sequence and content of the listing presentation 	
	Know the Expectation meeting	
	Working to a prospecting routine and confident with your dialogue	
	 Good knowledge of both buyer and listing questions 	
	 10 + prospecting strategies employed in your business 	
	• 12 hours prospecting per week min.	
	• Up to date with tracking every listing in your BDA	
	Confident with MARS, RP Data and APM	
	Attended McGrath Way, MARS and Fast Track training	
	Part of an ongoing business networking group	
	• Working with at least 10 + hot buyers at any time	

	MONTH 2
Week 1	Weekly 1 on 1
	 Update your listings case studies template with recent office sales
	• Review ideal week with sales manager (is it working well, does it need changing)
	 Review prospecting plan and results of month 1 with sales manager (is it working & producing results?)
	 Review business plan with sales manager (on track/off track?)
	 Role play weekly vendor meeting with sales manager (template on MARS/SALES FILES and also MTV)
	Watch MTV clips from different categories (min 3)
	• 5 buyer appointments
	• 5 KTI's or listing appointments
	 Review 3 written vendor reports from senior agents (sales manager to supply) to see format and detail (comments, feedback, offers etc)
	• Take a star to breakfast (find a McGrath agent who is excelling in an area you find challenging and pick their brains)
	 Goal every week going forward – 5 KTI's + 10 people in data base

Week 2	Weekly 1 on 1	
	Continue with prospecting plan – consistency is key	
	5 buyer appointments	
	• 5 KTI's or listing appointments	
	Role play listing presentation x 1	
	Role play expectation meeting x 1	
	Role play weekly vendor meeting x1	
	Attend 2 weekly vendor meetings with snr agent	
	Watch MTV clips relevant to your needs (min 3)	
	 Role play objections with sales manager and or senior sales people (they fire the objections, you answer them) 	
	 Goal every week going forward – 5 KTI's + 10 people in data base 	

Week 3	Weekly 1 on 1	
	Continue with prospecting plan	
	• 5 buyer appointments	
	• 5 KTI's or listing appointments	
	Role play listing presentation x 1	
	Role play expectation meeting x 1	
	Role play weekly vendor meeting x 1	
	Attend 2 reserve meetings with snr agent	
	Attend 2 weekly vendor meetings with snr agent	
	• Watch MTV clips (min 3)	
	 Goal every week going forward – 5 KTI's + 10 people in data base 	

Week 4	Weekly 1 on 1	
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	Continue with prospecting plan	
	5 buyer appointments	
	 5 KTI's or listing appointments 	
	 Role play listing presentation x 1 	
	Role play expectation meeting x 1	
	• Role play weekly vendor meeting x 1	
	Attend 2 reserve meetings with snr agent	
	 Attend 2 weekly vendor meetings with snr agent 	
	Watch MTV clips (min 3)	
	 Goal every week going forward – 5 KTI's + 10 people in data base 	
Month 2	• Sign off by sales manager as proficient at prospecting, listing presentation,	
Milestones	expectation meeting and weekly vendor meeting	
	• 20 buyer appointments per month	
	• 20 KTI's/listing appointments per month	
	40 people min into data base every month	
	 2 listings (your own or a split with sales manager or another agent) 	
	Tracking every listing in your BDA	
	 Good knowledge of your competitors strengths and weaknesses 	
	 Looking closely at the ratios from your prospecting and seeing where you can 	
	improve	
	Proficient at handling objections	

	MONTH 3	
Week 1	Weekly 1 on 1	
	Update your listing case studies	
	Continue with prospecting plan	
	• 5 buyer appointments	
	• 5 KTI's or listing appointments	
	• Take a star to breakfast (find a McGrath agent who is excelling in an area you find challenging and pick their brains)	
	 Role play reserve price meeting with sales manager (MARS/SALES FILES and MTV) 	
	• Goal every week going forward – 5 KTI's + 10 people in data base	
Week 2	Weekly 1 on 1	
	Continue with prospecting plan	
	5 buyer appointments	
	 5 KTI's or listing appointments 	
	 Role play buyer meeting (MARS/SALES FILES) 	
	 Goal every week going forward – 5 KTI's + 10 people in data base 	
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Week 3	Weekly 1 on 1	
	Continue with prospecting plan	
	• 5 buyer appointments	
	• 5 KTI's or listing appointments	
	Role play areas of weakness	
	 Goal every week going forward – 5 KTI's + 10 people in data base 	
Week 4	Weekly 1 on 1	
	 Continue with prospecting plan 	\vdash
	 5 buyer appointments 	\vdash
	 5 KTI's or listing appointments 	
	 Role play listing presentation, all meeting agendas and objections 	
	 Find a mentor/ peer partner within McGrath network for regular calls and 	
	meetings	
	 Goal every week going forward – 5 KTI's + 10 people in data base 	
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Month 3	20 KTI's or listing appointments per month ongoing	
Milestones	20 buyer appointments per month ongoing	
	2 listings per month ongoing	
	2 sales per month ongoing	
	40 people min in data base every month ongoing	
	Look at moving 1 on 1s to fortnightly	
	Consider an accountability coach from the McGrath panel	
	Focus on a min 20% market share in your BDA	