

My Quick Start Programme - Business Plan

For 2017

Name: _____

Signed: _____

Quick Start 

A note from Peter

Do the work!

Do not plan on doing this later on, rather do it as you go along through the Business Planning modules and complete it as thoroughly as you can! If you get stuck, or don't know what to do, as your mentor, your manager, and if you have neither, send us an email at support@petergilchrist.com.au and we will get back you as soon as possible.

Scribble – highlight – redo... until you get it right. Go through all of the Business Planning Lessons, use everything you have learnt, and complete the planner as you go along!

Transfer your final thoughts and ideas to the:

- **To do list**
- **7 – day planner**
- **12 – month plan**

Do this assignment as you go along, you will find it easier if you do it this way, this ensures that you will be ready to submit your plan at Lesson 26. Lesson 26 will only be marked complete, and you will only be able to complete the course, when you have uploaded this plan as an assignment. You will not be marked on this, but if you would like feedback, you can ask your manager or mentor, and if you don't have either, again, you can contact us.

Remember to hand this plan over to your manager, if you have one, or show it to a prospective employer at your interview. You have an entire 12-month plan to use as you go!

Best wishes,



Peter Gilchrist.



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Think about it...

Become aware of the edges of your thinking



What are the optimum circumstances for me to enjoy my life:	Luxury items for me in any week would be:

Know your numbers

There are factors or realities within each market and salespeople must know what they are and take them into account if they are to succeed.

- a) Median sale
- b) Difference between list and sell
- c) Average time it takes to sell a home
- d) Turnover in your market
- e) Number of sales each month
- f) Number of salespeople
- g) Number of listings
- h) Change in market over the last 3 months
- i) Change in the market over the last 12 months
- j) Number of houses

Know your market characteristics

Awareness of:

- Exclusive or not?
- What is the amount of auction being run?
- Are you in a buyers' or sellers' market right now?
- Is vendor investment marketing being offered. If not why?
- Are you doing conjunctions - who with? why? should you?
What happens if you stopped? Probably nothing but you would/could upset your opposition.
- What is the attitude of your main opposition and how do you copewith that, match it, walk away from it, or let it be.
- Open days are they run. If so, is that part of your strategy or not.
- What if they are not run and you do run them?
- What are the other characteristics of your market place right now?

Here we are looking for strategic advantage.

The difference in your approach to the market.

Anything that will stand out.

Goal Setting

Where do I want to go? What do I want to do?

Personal Growth	Things	Finance
Fitness		
Food		
Stress		

Top Three

Personal Growth	Things	Finance

Why I need them?

Personal Growth	Things	Finance
1.	1.	1.
2.	2.	2.
3.	3.	3.

Balance in my Life

Family

Commitment to my family

Put a reflection of your commitment in your planner:

- Birthdays
- Long weekends
- Special projects
- Trips
- Wedding Anniversary
- School Camp
- Break-ups
- Holidays

Put them in your annual planner now!

Put anything to be done to set this up into the planning schedule at the back of this business plan...

Health

Fitness Objective

How will I do this?

Options:

Walking, Swimming, Gym, Running, Sport, Personal Trainer

Food

Objective:

How will I do this?

What is your strategy?

Options:

- Get help
- Fitness for life
- Water
- Alcohol free days
- Fruit

Stress Management

Objective

How will I do this?

Options:

- Get help
- Yoga
- Breathing
- Tai Chi
- Hypnosis
- Havng Fun
- Meditation

Pro-active Prospecting

I am presuming you have already listened to the audio system. There are so many ways. I am not here to teach you other than let you see what is needed for you to progress.

Client Base

Currently I have _____ Clients on my Client base

My Client base is divided into:

	Done	To Be Done
Advocates	☐	☐
AAA	☐	☐
AA	☐	☐
A	☐	☐
Vendors	☐	☐
Buyers	☐	☐
Farm Area	☐	☐
I currently have a 12 month plan	☐	☐
I have to organise _____ mail outs a year	☐	☐
I have done a booster with the last twelve months	☐	☐

Ideas for this year for me are:

	Done	To Be Done
I write to/call 5 clients per day off my list	☐	☐

Profile and Promotion

1. Profile

	Done	To Be Done
I have a one page flier / profile on me	☐	☐
I have a larger profile with my referee's, etc	☐	☐
My card is just how I want it	☐	☐
I have a system for posting personalized notes	☐	☐
Post cards	☐	☐
Memo sheet	☐	☐
Personalised fax sheet	☐	☐
I have my own stationary with my photo	☐	☐
My signs have my photo on them	☐	☐
My ads in the paper have my photo on them (where appropriate)	☐	☐
I have a clear understanding of why someone should list with me and it is reflected in my profile material	☐	☐
My 50/50 system is personalized to me	☐	☐
My positioning statement is clear	☐	☐

Note to do's on planning schedule

2. Self Promotion

I will plan to invest \$ ____ on promoting me	☐	☐
Advertising: I am doing the following:		
Colour publication	☐	☐
Newspaper	☐	☐
Local papers	☐	☐
Local institution	☐	☐
Client base	☐	☐
T.V	☐	☐
Radio	☐	☐
Billboard	☐	☐

Farming

	Done	To Be Done
I am allocated a farming area	☐	☐
There are _____ homes in it		
I have a letterbox drop plan in place for the year	☐	☐
I have a door knocking schedule in place	☐	☐
I have a drive-by plan in place	☐	☐
I have a list of commercial premises / schools and institutions	☐	☐
I know the vacant land, investment flats in the area	☐	☐
I have my contacts in the area on my client base	☐	☐

Customer Service

First Contact

Pre-Listing Kit

First Visit

Thank-You note

Presentation

Send gift now

Each open day

Pre-auction

After auction and sale

Prior to possession

On possession day

After possession

Onto database

The Listing Presentation

My pre-listing kit contains:

- My profile
- Co profile
- Market info
- Glossary of terms
- Making the right choices video
- References
-
-

Put anything you need to set up or do into the planning schedule at the back of this programme

I have a customized presentation in place

I can have it ready within 2 hours

I have a systemilised pre-listing kit ready to go at all times

It covers the following:

The market we are in

Pricing

Market plans

Demonstration adds

Prices

Why someone should list with my Company

Why someone should list with me

Ways to improve salability

Marketing assistance form

Customer Service System

Authority

I always set the rules at the end of each presentation

I have a listing kit that contains the following:

Dummy Presentation

Statistics

Video on pricing

Video on Auction

Booklets on selling

Example adds

Example fliers

Making the Right Choices Video

Lockbox

My profile – short plus long

Paperwork to list

Authorities

Blank sheets of paper

Wide tip pens for diagrams

Done

To Be Done

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Knowledge Appraisal

Ask yourself on the following knowledge modules (10- is I know it 100%)

Simply a way to find out what your knowledge plan could be for the next 90 days, 1 year.

My market	1	2	3	4	5	6	7	8	9	10
My City/Town	1	2	3	4	5	6	7	8	9	10
Methods of marketing - Why - How - Objections	1	2	3	4	5	6	7	8	9	10
Tender	1	2	3	4	5	6	7	8	9	10
Auction	1	2	3	4	5	6	7	8	9	10
By negotiation	1	2	3	4	5	6	7	8	9	10
Price	1	2	3	4	5	6	7	8	9	10
Pricing generally	1	2	3	4	5	6	7	8	9	10
Theory	1	2	3	4	5	6	7	8	9	10
How to present	1	2	3	4	5	6	7	8	9	10
Getting price corrections	1	2	3	4	5	6	7	8	9	10
Marketing plans	1	2	3	4	5	6	7	8	9	10
Vendor investment	1	2	3	4	5	6	7	8	9	10
All options presented?	1	2	3	4	5	6	7	8	9	10
Why someone should list with me	1	2	3	4	5	6	7	8	9	10
Why someone should list with my company	1	2	3	4	5	6	7	8	9	10
Extending listings	1	2	3	4	5	6	7	8	9	10
Negotiation	1	2	3	4	5	6	7	8	9	10
Time management	1	2	3	4	5	6	7	8	9	10
Your confidence with vendors	1	2	3	4	5	6	7	8	9	10

My capacity of number of listings held is _____

I need to upskill in the following subjects:	Who will help:

Financial Performance Analysis

	Last Year	This Year (Goal)
(a) No of sales made =		
(b) Commission earned =		
(c) Therefore average commission b/a =		
My financial goal for 2017 is =		
Divided by the average commission (c) gives the listings you need to sell (d)		
Multiplied by 2 gives the units you need to do (Listing / Selling) =		
Divided by 12 gives the units you need to do each month =		
Go back over the last year's listings and work out your strike rate (Sales made ÷ by Listings Taken x100) = % (e)		

You sell (E) % of your listings.

Therefore you need to list $D \div E \times 100$ (Numerator of listings)

LIST AND SELLS REQUIRED = THIS YEAR

WHICH = A MONTH

My new capacity for listings must be

Budget for Business Plan

My income goal for 2017 is	\$
Personal Promotion	
Letter box drops _____ at \$_____	\$
Postcards 1000 _____ at \$_____	\$
Personal email heading	\$
Photography	\$
Past clients	
Xmas	\$
Easter	\$
Mid-Winter	\$
Valentine's Day	\$
Other	\$
Any other personal promotion	
Signs	\$
Photos	\$
Profile	\$
Advertisements	\$
Farm Area	
Letter box drops _____ at \$_____	\$
Promotions throughout the year	\$
Other	\$
Training/Coaching	
Seminars	\$
Flights	\$
Tapes	\$
Books	\$
Personal Assistance	
hours = _____ at \$_____ = \$_____ per week	
by 52 weeks=	\$
Bonuses Paid	\$
Cell Phone \$_____ month x 12=	\$
Car \$_____ month x 12=	\$
Petrol \$_____ month x 12=	\$
Total budget=	\$
or _____% of income goal	
Total of income over expenses=	\$

	Presentations		Listings		Sales		Commission (Actual \$ paid)	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Jan								
Feb								
Mar								
1 st Quarter								
Year so far								

	Presentations		Listings		Sales		Commission (Actual \$ paid)	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Apr								
May								
Jun								
2 nd Quarter								
Year so far								

	Presentations		Listings		Sales		Commission (Actual \$ paid)	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Jul								
Aug								
Sep								
3 rd Quarter								
Year so far								

	Presentations		Listings		Sales		Commission (Actual \$ paid)	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Oct								
Nov								
Dec								
4 th Quarter								
Year Total								

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PETER GILCHRIST'S
7 DAY PLANNER

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Peter Gilchrist



2017 Year Planner

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Get in touch

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**A mind that is
stretched by a new
experience can never
go back to its old
dimensions**