



30-Days
to More Sales

Your step-by-step, daily action plan



Paperless Agent™
It's more than training. It's a lifestyle.

Day	Activity	Description
1	Confirm or select your CRM (Customer Relationship Management)	The only way you can keep track of everything is to use a tool called a CRM system. Your CRM will contain your entire database of relationships, all your communication with them, and keep track of activities associated with providing them a great experience.
2	Master using your CRM	Make sure you can do the following activities in your CRM: 1) Add, Update, & Merge Contacts; 2) Sort & Filter Contacts; 3) Import & Export Your Contacts; and 4) Send Emails.
3	Set production goals and your plan	Schedule time in your calendar to review your business plan on the 1st and 16th day of each month. When reviewing, update your plan and make adjustments to your plans and activities to achieve your goals.
4	Take inventory of your past performance	When setting goals, it's important to set substantiated goals. This means you have a specific plan to achieve the goals and not simply hoping to "work harder".
5	Develop your sales skills for setting client moods	Client moods can dictate the immediate outcome of a call, appointment, or signing an agreement. It's important to read client moods and make adjustments to achieve the best possible outcome.
6	Calculating Lifetime Value	Write down the Life Time Value of your average client on a sticky note and place it somewhere where you will see it regularly. Perhaps set it as your screen saver, or make it the login for your computer. Use it as a constant reminder of achieving your business plan.
7	Import ALL contacts into your CRM	Your database of contacts is your source of the majority of your business, and the source in which you have the greatest control to produce new clients. Before we can start the sales and marketing activities to turn your database of contacts into a lead generation machine, you'll need to import all of your contacts into your CRM.
8	Categorize & update your contacts	Go through each contact record in your database and categorize each person as A+, A, B, or C.
9	Send out Home Anniversary Messages	A very effective message you can send to past clients are note of gratitude on their home anniversary date.

Day	Activity	Description
10	Update your LinkedIn account	When you connect with your clients and contacts on LinkedIn, there's a good chance they will checkout your profile. We want to make sure we don't give them reason to question our competence or reputation.
11	Friend Contacts and Clients on Social Media	Connect to your contacts and clients on FB, LinkedIn, and any other social media you use frequently. This will open up an additional channel of communication and show your what's happening your clients' lives.
12	Develop your sales skills for Active Listening	A key step in serving someone is being able to listen and read into what they really want. Most importantly, we have to listen for the opportunities to ask questions that enable us get a deep look into what they really care about when working with us.
13	Marketing Campaign Preparation	Build a marketing campaign that will remind people in your database that we sell real estate, provide value in the form of useful real estate related information, create a sense of "omni-present marketing" (where we are showing up everywhere, all the time), and give people tools to refer us with. (See appendix for example)
14	Run Campaign on Facebook	Run a Facebook campaign to the contacts in our CRM. Be sure to upload your database from your CRM into Facebook Ads to ensure the right people see the ads.
15	Email newsletter to database	Email all of the contacts in your database a report, and that will: 1) remind clients you help people buy and sell homes, 2) provide value in the form of useful information, and 3) give them a tool to refer you with. (See appendix for example)
16	Post on other social media channels	Post your social media campaign on Facebook, Instagram, and other social channels. (See appendix for example)
17	Develop your sales skills for Designing Offers of Help	Offers of Help are promises of service or value that you make to customers and prospects. The best way to make relevant Offers of Help is to listen to client concerns and understand how you can take of their concerns and interests.
18	Schedule Your Perfect Week	Before we can start making calls to our database, we have to time block our activities to ensure we have enough time to make the calls.

Day	Activity	Description
19 23	Contact 30% of your database	For the next 5 days, your activity is to contact the people in your database. You'll be following up on the information you've sent out in the FB Campaign, email, and social media posts.
24	Score Your Online Reputation	Take a moment right now to Google yourself. Your ability to collect repeat and referrals is VERY dependent on the trust instilled by a person's search of you online. What they see will either build confidence and trust, thereby securing the repeat or referral business... or it will cause them to pause and consider additional options.
25	Setup Google My Business	Google My Business is going to give your online presence a big boost in showing up when people search for you online.
26	Claim Your Yelp Account	The average annual incremental revenue generated by a business claiming its free Yelp Business Page is \$8,000. It is a widely-used and trusted platform for user reviews is also the directory the map app on the iPhone uses to show business listings.
27	Send Requests for Online Reviews	Send requests to get more review on your Google and Yelp accounts. We want to make it as easy as possible for them to leave a review, and provide good reasoning on why they should take a minute to review you.
28	Find the gaps in your database	An easy way to grow your database, which will increase your sales potential and referrals, is to add people to your professional network. Identify the gaps in your professional network and start building new contacts.
29	Schedule 5 meetings with professionals	Identify 5 people with whom you would like to build a professional relationship with. Depending on the business call, visit, or text message five people to schedule a meeting within the next week or two.
30	Find one meetup or networking event	As you interact with professionals and clients, you'll find plenty of opportunity to add people to your database. Once they are in your database, send them the monthly marketing you send out to provide value, build on the relationship, and provide them tools to refer you.

30-DAY SALES ACTION PLAN SUMMARY

Appendix - Sample Marketing Campaign

Example of Facebook Ad


Wise, Scott & Associates
Sponsored (demo) · 🌐

Like Page

Curious about what your home is worth? 🏠💰 Or what kind of house you could afford if your rent payment was going towards a mortgage instead? We have the answers!! 📍

If you're a current homeowner who is interested in selling, or you just want to understand the value of your asset, you've probably wondered ... "What's my home worth?" And if you're in the market to buy a home, you have probably asked yourself ... "How much should I offer for this house?"

Websites like Zillow and ... [See More](#)



REAL HOME VALUE CALCULATOR:
How to Uncover a Property's True Market Value

Wise & Scott Homes
Real Estate Company

Send Message

377 people reached


View Promotion

Example of social media post

in PUBLISHING

Saved More Publish

Normal | B I U | ☰ ☷ ☹ | 🗑



REAL HOME VALUE CALCULATOR:
How to Uncover a Property's True Market Value

Add credit and caption

Real Home Value Calculator: How to Uncover a Property's True Market Value

If you're a current homeowner who is interested in selling, or you just want to understand the value of your asset, you've probably wondered ... "What's my home



REAL HOME VALUE CALCULATOR: How to Uncover a Property's True Market Value

If you're a current homeowner who is interested in selling, or you just want to understand the value of your asset, you've probably wondered ... "What's my home worth?" And if you're in the market to buy a home, you have probably asked yourself ... "How much should I offer for this house?"

Websites like Zillow and Trulia make it seem easy to determine a home's value. But to truly understand the value of a property, you have to consider a number of subjective factors that can add or detract value from a home.

TYPES OF HOME VALUATIONS

"Property value" can mean different things in different scenarios. We've outlined the three main types of valuations you will need to understand as a home buyer, seller and owner.

1 Assessed Value

A home's assessed value is determined by your municipality to calculate the amount you will owe each year in property taxes. Assessors commonly arrive at this number by taking into account square footage, number of rooms and how much comparable/similar homes are selling for in your area.¹

2 Appraised or Fair Market Value

If you're financing a home purchase, you will often be asked to submit an independent appraisal of the home's value. During the appraisal process, a certified appraiser will conduct an inspection and pull comparable sales data to attempt to determine the property's fair market value.

3 Comparative Market Assessment (or Real Home Value)

A comparative market assessment, or CMA, is a report a real estate agent will produce for a client to estimate a property's value, or what a buyer will be willing to pay under current market conditions. Any real estate agent with access to multiple listing service (MLS) data can run a CMA for a client, but only a true local market expert will be able to predict which of a home's features will add or detract from its appeal to determine its true value in the market.

Whether you're a buyer or seller, it's crucial to work with a real estate agent who knows how to calculate a home's real value. Understanding true market value enables sellers to price their home for a quick and profitable sale, and it helps buyers write a competitive offer without overpaying for a property.