

"Let our advance worrying become advance thinking and planning."

Winston Churchill

Business Priority Worksheets



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Business Priorities

Rate each of these skills for importance and your current skill level on a scale of 1 to 5 (1-Least 5-Most).

	Importance	Current Skill Level
1. Selling and Communication Skills	_____	_____
Asking Questions	_____	_____
Listening with Sincere Attention	_____	_____
Embedded commands and priming words.....	_____	_____
Addressing Concerns (Overcoming objections)	_____	_____
Other _____	_____	_____
Other _____	_____	_____
 2. Prospecting and Lead Management Skills	_____	_____
Sphere of Influence and Past Client Calls.....	_____	_____
Open Houses	_____	_____
Converting Web and advertising leads	_____	_____
Vendor Referrals.....	_____	_____
Expireds and Old Expireds.....	_____	_____
For Sale by Owners	_____	_____
Conscientious Lead Follow up.....	_____	_____
Keeping Leads Organized	_____	_____
Other _____	_____	_____
Other _____	_____	_____
 3. Presentation and Negotiating Skills	_____	_____
Working with Buyers	_____	_____
Showing Fewer Homes	_____	_____
Negotiating with more confidence	_____	_____
Listing Presentation.....	_____	_____
Pricing and Price Reductions	_____	_____
Other _____	_____	_____
Other _____	_____	_____

	Importance	Current Skill Level
4. Quality Service Skills	_____	_____
Thorough Checklists or Whiteboards.....	_____	_____
Consistent Communication with pending Clients to closing	_____	_____
Consistent communication with listed Sellers.....	_____	_____
Keeping your word and your promises	_____	_____
Other _____	_____	_____
Other _____	_____	_____
5. Technology Tools and Skills	_____	_____
Hardware – PDA's, Laptops & Computers	_____	_____
Software – CRM, database, others	_____	_____
Posting Video	_____	_____
Other _____	_____	_____
6. Web Site and Web Marketing Skills	_____	_____
Maximizing your own website, design, layout, navigation, links ...	_____	_____
Web advertising	_____	_____
List Building	_____	_____
E-mail blasts and newsletters	_____	_____
Lead generating companies and buying leads.....	_____	_____
Blogging	_____	_____
Social Media and Social Media Prospecting.....	_____	_____
Other _____	_____	_____
7. Traditional Marketing and Networking Skills	_____	_____
Sphere of Influence Mailings	_____	_____
Farming.....	_____	_____
Creating and Building a Brand	_____	_____
Rewarding Referrals	_____	_____
Networking	_____	_____
Client Parties	_____	_____
Other _____	_____	_____

	Importance	Current Skill Level
8. Assistants and Team Skills	_____	_____
Hiring a first Assistant.....	_____	_____
Creating a Job Description and determining the skills needed	_____	_____
Hiring, Interviewing, and Determining compensation	_____	_____
Training, Delegating, Supervising, and Motivating	_____	_____
Adding Buyer Specialists and Selling Assistants.....	_____	_____
Retraining, Terminating and Replacing	_____	_____
Other _____	_____	_____
Other _____	_____	_____
 9. Goal Setting, Results Tracking and Planning Skills	 _____	 _____
 10. Attitude, Motivation, and Self Discipline Skills	 _____	 _____
 11. Short Sale and Foreclosure	 _____	 _____
 12. Other Business Priorities	 _____	 _____

When you are finished circle those that are high Importance (4-5) and low Current Skill Level (1-2). Obviously, these are important to you and your skill in that area is weak.

These are your top priorities. Improving each of these areas in 2012 is most likely to raise your production, income and confidence.

Which of these priority skill weaknesses do you want to work on first? Choose the one that, once you strengthen it, you believe will make the biggest difference in your production, income and confidence.

Complete one of the following Business Priority Worksheets for that priority. Go on to complete one of the worksheets for any or all other high priority skills. It is most important to complete your one highest priority as part of your 2012 planning.

Note: The following Business Priority Worksheets are generic to prompt your thinking. Go beyond the questions on the worksheet and write any and all ideas that will help you turn that priority into a strength that you can depend on and that you are proud of.

NOTE: Make several copies of this blank page before you begin to complete it so that you can complete one for as many priorities as you choose.

Business Priority Worksheet

Business Priority _____ (High Importance—Low Skill Level)

What do you want to accomplish in this Business Priority for 2012?

In this area, what do you want to stop doing, stop paying, or spend less time doing?

In this area what do you want to be sure to keep doing or do more consistently?

What do you want to buy, use, join, learn, practice or begin doing that you know will be a huge contributor to your success in this Business Priority?

What specific measurable result will occur because of your improvements and/or changes in this Business Priority?

What daily or weekly actions could you take that will guarantee or nearly guarantee that your efforts in this area will result in those measurable results.

Additional notes

Business Priority Worksheet

Business Priority _____ (High Importance—Low Skill Level)

What do you want to accomplish in this Business Priority for 2012?

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What do you want to buy, use, join, learn, practice or begin doing that you know will be a huge contributor to your success in this Business Priority?

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Additional notes
