



COACH SUPER MIKE TM

Taking Real Estate Agents to Pinnacle LevelsTM

Training Topic: Goal and Funnel BoardTM

Use the steps below to create and utilize your Goal and Funnel Board. This entire exercise is designed to have a daily visual of your business, where it is coming from and where it is going.

1. Purchase a white marker board with 2 sides.
2. On the left side, write out your goals:
 - a. List each month
 - b. Make a column for:
 - i. Projected Listings
 - ii. Actual Listings
 - iii. Projected Sales (sale of buyer or one of your listings)
 - iv. Actual Sales
3. On the right side, draw an upside down triangle (funnel)
 - a. Divide it into 3
 - i. 0-30 days at the bottom (indicating that this lead will be ready to buy or sell in the next 30 days)
 - ii. 30-90
 - iii. 90+
 - b. Use yellow post it notes for buyers
 - c. Use pink post it notes for sellers
 - d. As you prospect daily, only good leads go up on the funnel
 - e. The goal is to have as many of the leads become actual buyers and sellers and fall out of the funnel
 - f. Create a “funnel fall out” section where you can place the post it notes for sellers who have listed and buyers who you are now actively working with.

2013 YTD GOALS Closed Units

Goal: 40 Units
Platinum/Gold
(REMAX)

Butt
Ref. Sale Closed
WHT III

	Proj. Actual	Proj. Sales	Actual
Jan	48	3	3
Feb	66	3	3
Mar	50	3	3
Apr	50	4	4
May	50	4	4
Jun	50	4	4
Jul	50	4	4
Aug	50	4	4
Sept	30	3	3
Oct	3	3	3
Nov	3	3	3
Dec	2	2	2

Total 50

40

08	42	42
09	40	32
10	42	39
11	57	46
12	35	60

Benchmark
30 calls/week
3 leads/week

Closed	Ref.
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
17	17
18	18
19	19
20	20
21	21
22	22
23	23
24	24
25	25
26	26
27	27
28	28
29	29
30	30
31	31

Results = SUCCESS

Action

Beliefs

Visualization & Affirmation

Handwritten notes and sticky notes on the right side of the board, including:

- 30-90
- 0-30
- Funnel FALL OUT
- Realtor.com
- SUPER MIKE
- www.supermike.com