

## Example: Prioritized Job Description of a Successful Real Estate Salesperson

There are three categories of activities that our associates consistently perform to become successful agents, to make money fast—in this order:

### I. Develop and Implement Business Plan

- A. Find potential customers and clients by identifying target markets
- B. Prospect to find buyers and sellers daily and in great numbers

**Skills required:** Prospecting, marketing  
Sales skills

**Traits required:** Aggression, tenacity

**Our agents' quick income and quick success is largely determined by the number of people contacted regularly (prospecting)**

### II. Sales Activities Generated as Result of Business Plan

- A. Showing homes to qualified customers
- B. Selling homes
- C. Listing marketable properties to sell in normal market time

**Skills required:** Sales skills  
Marketing skills

**Traits required:** Tenacity

### III: Activities that Assure a Check

- A. Selling homes
- B. Listing sold

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### Other activities:

#### Preparation and Support Activities

- A. Preview properties
- B. Paperwork/sales follow-up
- C. Education
- D. Meetings

Doing too many activities in this category without doing the activities in the first category in great numbers **assures** failure.

excerpted from *Up and Running in 30 Days*, [www.carlacross.com](http://www.carlacross.com)



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