

The Sales Mastery Series for Real Estate Professionals

with Mike Ferry

The Real Estate Test

The 16 Skills you need:

1. Managing Your Time
2. Prospecting for Sellers and Buyers
3. Working Past Clients and Centers of Influence
4. Pre-Qualifying
5. Lead Follow-Up
6. The Listing Presentation
7. Pricing Property
8. Handling Objections
9. Closing and Negotiating
10. Working with Buyers
11. Tracking Your Numbers
12. Practicing Scripts and Developing Skills
13. Business Planning
14. Customer Service
15. Mindset
16. Money Management and Profitability

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Page 2

Score yourself on each skill: 1 – 10 (1 = worst; 10 = best).

If you score:

0 – 75: Study all the programs 1 hour per day, 5 days per week, for 6 months.

76 – 115: Focus on the skills you scored lowest on for the next 90 days.

If you're doing a good volume of business, pick out 2 or 3 skills that, if you mastered them, you could really propel your business to a much higher level.