

GRI Designation Core Course

# Goal Setting

**SESSION ONE**

*Lesson Two*

## Attitude

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Attitude is the key to success in every aspect of life, whether it's personal or professional. A positive approach to a situation will determine the outcome, most especially in business.

Listed here are vital aspects for sustaining a positive attitude:

- **DISCIPLINE and FOCUS.** Adversity doesn't build character, it reveals it. Having the discipline and focus to move forward in tough times is an attribute many people do not possess.
- **Life is not FAIR.** When an agent has a deal that fails or are passed over for a listing, it can be difficult to accept – especially when the project was one greatly desired. Life isn't always fair. Accept it and move forward.
- **LEARN from mistakes.** Mistakes are part of business. However, those setbacks almost always lead to success somewhere down the road. When those victories are achieved, keep moving forward. But when a mistake is made, assess the damage, change direction and keep your eye on the ball.
- **Just because everyone else is doing it, DOES NOT mean you should too.** It's easy to get distracted by the latest trend that is sworn to bring immediate results, most notably the recent popularity of social media, digital marketing or sales automation. Research these tactics, take them out for a spin, but don't change your overall approach. Stick to what has worked for you in the past. You can't go wrong with what you already have mastered.
- **Be TOUGH.** Unexpected obstacles will arise on the path to success – often times when you least expect it. True success is attained by shouldering the blow, weathering the storm, regrouping and get back in the race. One setback will not define who you are and what lies ahead for you. It's simply one incident. Move past the occurrence, but make sure lessons are learned – and applied down the road.

## Setting Goals

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It's easy to set goals for yourself and what direction you want your business to move toward. However, you must assemble a plan for these aspirations before you begin. Unattainable goals can lead to ultimate when adversity arises later on.

Listed below are three attributes to consider before setting your objectives:

**Aim high. Be realistic.** It's all right to set lofty goals, in fact, it is encouraged. Goals are designed to motivate you to strive for the next level. However, be prudent forecasting your next move after achieving previous goals. For example, you exceeded last year's goals selling \$3 million in real estate. It would be ill-advised to aim for \$100 million in sales the next year. Raise your expectations, but don't set yourself up for failure.

**Be specific.** Setting a concise level of achievement is easier to attain. Saying "I want to do better" is a vague statement. A specific goal forces agents to create a plan to follow.

**Measure and review.** Track your progress and measuring levels of achievement along the way. Occasionally, a goal may need to be adjusted. Perhaps the standard was set too low and the benchmark needs to be raised. Tracking success is the only way to determine if an agent is headed toward accomplishing a stated goal.

**Accountability.** It is crucial. Goals should be written down. An agent should post written goals in multiple places (home, office, car) so they remain on their radar at all times.

## Transactions Goal Worksheet

I want to close \_\_\_\_\_ transactions this year.

\_\_\_\_\_ annual goal / 12 = \_\_\_\_\_ transactions per month

My conversion rate is: \_\_\_\_\_

\_\_\_\_\_ conversion ratio / \_\_\_\_\_ transactions per month =

\_\_\_\_\_ appointments I need to go on per month.

## Income Goal Worksheet

I want to make \$ \_\_\_\_\_ this year.

\$ \_\_\_\_\_ annual goal / 12 = \$ \_\_\_\_\_ per month.

My average commission check is \$ \_\_\_\_\_.

\$ \_\_\_\_\_ per month / \_\_\_\_\_ average commission check = \_\_\_\_\_ number of transactions needed to close each month.

My conversion rate is: \_\_\_\_\_

\_\_\_\_\_ conversion rate / \_\_\_\_\_ transactions per month =

\_\_\_\_\_ appointments I need to go on per month.

\_\_\_\_\_ monthly appointments / 4 weeks =

\_\_\_\_\_ of appointments per week I need to go on to reach my goal.

**Notes:**