



Right Start Day One
Building Your Business and Demonstrating your Value
Hours: 6-hour class

Description: Agents, new to the business, will learn the importance of building business skills, developing a business plan and strategies for marketing themselves to build their business.

LEARNING OBJECTIVES:

1. Recognize the importance and benefits of continuing to build business skills through career development education courses
2. Identify the steps to creating a business plan
3. Evaluate Income and expenses and developing a plan to track net income.
4. Recognize different business models and tax laws
5. Understand prospecting from lead cultivation through client conversion.
6. Identify spheres of influence and develop strategies for cultivating them into future business.

Timed Outline:

Building Business Skills: Slides 1-9

Time: 50 min

1. Understand the mindset and steps necessary for success in business
2. Identify the designations and certifications available for career advancement
3. Activity: Write your Mission Statement

What's your business Plan? Slides 10-16

Time: 60 min

1. Understand the components of a business plan
2. Identify the costs involved with business startup and maintenance
3. Activity: Itemize Start Up Costs.
Activity: Itemize Business Maintenance Costs

Income and Taxes: Slides 17-29

Time: 60 min

1. Analyze tax laws that impact independent contractors and identify strategies for tax preparation
2. Develop income goals and skills for tracking net income.
Activity: Net Income Tracker Worksheet
3. Identify the different business structures

Q&A

Time: 10 min

Prospecting with a purpose: Slides 31-34

Time: 10 min

1. Understand the necessity of lead generation
2. Identify the difference between warm and cold leads
3. Recognize the importance of relationship building

Target Market and Communication: Slides 35-44

Time: 35 min

1. Identify spheres of influence
2. Analyze communication techniques and define when and with whom different styles should be utilized.
3. Group Activity: Brainstorm: Who do you know? Where to find a potential target market.

Building Spheres: Slides 45-49

Time: 15 min

1. Understand Cold Calling and Do Not Call List Rules
2. Identify different avenues for networking and sphere cultivation

Customer Relationship Management Systems: Slides 50-51

Time: 10 min

1. Recognize the function, benefits and available systems

Value Proposition: Slides 52-57

Time: 30 min

1. Identify the different resources available for conveying a message
2. Understand how to craft the desired message to convey
3. Identify the mechanics for preparing a impactful message
4. Activity: Craft individual message

Tracking Prospecting: Slides 58-60

Time: 10 min

1. Develop Strategies for tracking prospecting and determining the success for each method used

Time Management: Slides 61-63

Time: 35 min

1. Understand the necessity of time management skills and analyze the different tools available
 2. Activity: Calendar: How to manage your time
- Activity: Prioritize your "To Do List"

Lead Conversion: Slide 64-71

Time: 25 min

1. Recognize the importance of professionalism in the process
2. Analysis of True Service
3. Understanding reviews and their impact on business.

Q&A

Time: 10 min.

Total Time 6 Hours