

Objectives and Strategies for 2010

Objective for 1st quarter: Client Development

Suggested Strategies:

- *Cultivate one potential source of new business.
- *Implement a contact management system
- *Call five past clients or prospects per week.
- *Join/get involved in one community activity.
- *Write five notes each week to clients/prospects.
- *Implement a new client questionnaire.
- *Learn & use Tax Credit scripts

Objective for 2nd quarter: Marketing & Media

Suggested Strategies:

- *Develop a "new buyers" package
- *Formulate a written marketing plan.
- *Obtain e-mail addresses for e-mail marketing
- *Develop a website with IDX.
- *Do two open houses per week.
- *Develop one "social network" (i.e. Facebook, etc.)

Objective for 3rd quarter: Technology

Suggested Strategies:

- *Update your computer and software
- *Update your personal website
- *Attend two software application classes
- *Learn how to import & utilize blog data
- *Create email distribution lists.
- *Learn how to organize file folders

Objective for 4th quarter: Training & Education

Suggested Strategies:

- *Obtain your E-Pro designation
- *Begin or finish your GRI designation
- *Take a time management class.
- *Take a software class or internet training.
- *Hire a business coach or consultant
- *Learn about the new tax credit program

