

The 90-Day Ninja Routine

Week One

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Enter names, addresses and phone numbers of people who know you in an electronic database, with the goal of building to a minimum of 100 names.
- Place Buyer Interview and Pre-listing Interview forms near your phone.
- Listen to CDs 1 and 2 of the Ninja Selling series.

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- TGI Marketing Dept. orientation (229-0700).
- Office orientation with assistant, escrow and front desk.
- Order Insider newsletter.
- Regular exercise routine.

To Read:

- Mastery
- Rules of the Game
- TGI Values
- Ninja Selling Workbook (Ninja Weekly Routine)

To Learn (homework for next week):

- Memorize 5 favorite floor call questions
- Practice 5-step calling process with Managing Broker
- Practice floor call scenarios with Managing Broker
- IRES tutorial
- Review Ninja Weekly Routine with Managing Broker

Week Two

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Listen to CDs 3, 4 and 5 of the Ninja Selling series.
- Send out announcement cards.**
- Floor call time.**
- Attend an open house with a TGI Partner.**
- Drive through all new home neighborhoods in your market area.**
- Spend 30 minutes on TGI website (thegroupinc.com)**

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- Regular exercise routine.
- Monday morning meeting with yourself to review prior week and plan upcoming week.**
- Weekly meeting with your Assistant and Transaction Management Dept.**
- Floor call time for upcoming month.**
- Open house for next weekend.**
- At least one learning session with a TGI veteran.**

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Ninja Selling Workbook
- Listing Contract**
- Sales Contract**
- Annual Report**
- Odds of Selling Statistics**

To Learn (homework for next week):

- Memorize 5 Open House Questions (to obtain listings).
- Memorize the 4-step sales process.
- Practice 10-step Buyer Process with Managing Broker.
- Fill out two sales contracts and present to Managing Broker.

Week Three

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Floor time.
- Spend 30 minutes on TGI website (thegroupinc.com)
- Listen to CDs 1 and 2 of the Ninja Selling series.
- Go on a listing appointment with a TGI Partner.**
- Purchase Scattergrams and Pricelines software.**
- Conduct an open house on your own.**

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- Monday morning meeting with yourself to review prior week and plan upcoming week.
- Weekly meeting with your Assistant and Transaction Management Dept.
- At least one learning session with a TGI veteran.
- Regular exercise routine.
- GRI class schedule for the next 12 months.**

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Listing Contract
- Sales Contract
- Ninja Selling Workbook
- Annual Report
- Odds of Selling Statistics

To Learn (homework for next week):

- Practice 10-step Buyer Process with Managing Broker.
- Memorize 5 favorite showing questions.
- Memorize five favorite after showing questions.

Week Four

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Floor time.
- Go on a listing appointment with a TGI Partner.
- Conduct an open house on your own.
- Listen to CDs 3, 4 and 5 of the Ninja Selling series.
- Prepare two unsolicited CMAs.**

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- Monday morning meeting with yourself to review prior week and plan upcoming week.
- Weekly meeting with your Assistant and Transaction Management Dept.
- At least one learning session with a TGI veteran.
- Regular exercise routine.

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Listing Contract
- Sales Contract
- Ninja Selling Workbook
- 10-Step Buyer Process
- Annual Report
- Odds of Selling Statistics
- Wake-up Money Brochure**

To Learn (homework for next week):

- Demonstrate the following to Managing Broker:
 - 1) Floor call scenario.
 - 2) 10-Step Buyer Process
 - 3) Five Open House Questions
 - 4) Five Showing and Five After Showing Questions

Week Five

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Floor time.
- Conduct an open house on your own.
- Listen to CDs 1 and 2 of the Ninja Selling series.
- Work with Mentor on two CMAs.**
- Learn Realtor.com enhancements from your assistant.**

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- At least one learning session with a TGI veteran.
- Monday morning meeting with yourself to review prior week and plan upcoming week.
- Regular exercise routine.
- Weekly meeting with your Assistant and Transaction Management Dept.**
(Review CMA Template)

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Listing Contract
- Sales Contract
- Ninja Workbook
- 10-Step Buyer Process
- Annual Report
- Odds of Selling Statistics
- Wake-up Money Brochure
- Stop Selling* by Chris Helder**

To Learn (homework for next week):

- Review CMAs with Managing Broker
- Practice Sweet 16 Listing Presentation with Managing Broker
- Watch pricing and staging videos (David Knox)
- Complete “These People Want to Buy Real Estate” exercise.
- Review pre-listing interview questions with managing broker.

Week Six

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Floor time.
- Prepare two unsolicited CMAs.
- Conduct an open house on your own.
- Listen to CDs 3, 4 and 5 of the Ninja Selling series.
- Set up automatic withdrawals for taxes and retirement with Business Office.**

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- Monday morning meeting with yourself to review prior week and plan upcoming week.
- Weekly meeting with your Assistant and Transaction Management Dept.
- Regular exercise routine.

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Listing Contract
- Sales Contract
- Ninja Selling Workbook
- 10-Step Buyer Process
- Annual Report
- Odds of Selling Statistics
- Wake-up Money Brochure
- Stop Selling* by Chris Helder

To Learn (homework for next week):

- Practice Sweet 16 Listing presentation with Managing Broker
- Watch pricing and staging videos (David Knox).
- Find the “best buy in town” in three different price ranges, as assigned by Managing Broker.
- Review pre-listing interview questions with managing broker.

Week Seven

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Floor time.
- Prepare two unsolicited CMAs.
- Conduct an open house on your own.
- Preview every new listing on this week's hot sheet.**
- Organize business income and expenses with Quicken or Microsoft Money software.**

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- Monday morning meeting with yourself to review prior week and plan upcoming week.
- Weekly meeting with your Assistant and Transaction Management Dept.
- Regular exercise routine.

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Listing Contract
- Sales Contract
- Ninja Selling Workbook
- 10-Step Buyer Process
- Annual Report
- Odds of Selling Statistics
- Wake-up Money Brochure
- “The Science of Getting Rich”***

To Learn (homework for next week):

- Practice Sweet 16 Listing presentation.
- Find the “best buy in town” in three different price ranges, as assigned by managing broker.
- Review Pre-listing Interview questions with managing broker.

Week Eight

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Floor time.
- Prepare two unsolicited CMAs.
- Conduct an open house on your own.
- Preview every new listing on this week's hot sheet.

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- Monday morning meeting with yourself to review prior week and plan upcoming week.
- Weekly meeting with your Assistant and Transaction Management Dept.
- Regular exercise routine.

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Listing Contract
- Sales Contract
- Ninja Selling Workbook
- 10-Step Buyer Process
- Annual Report
- Odds of Selling Statistics
- Wake-up Money Brochure

To Learn (homework for next week):

- Demonstrate the following to Managing Broker:
 - 1) Pre-listing Interview.
 - 2) Sweet 16 Listing Presentation
 - 3) CMA Development Process

Week Nine

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Floor time.
- Prepare two unsolicited CMAs.
- Conduct an open house on your own.
- Preview every new listing on this week's hot sheet.

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- Monday morning meeting with yourself to review prior week and plan upcoming week.
- Weekly meeting with your Assistant and Transaction Management Dept.
- Regular exercise routine.

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Listing Contract
- Sales Contract
- Ninja Selling Workbook
- 10-Step Buyer Process
- Annual Report
- Odds of Selling Statistics
- Wake-up Money Brochure

To Learn (homework for next week):

- Memorize 5 questions for potential investors.
- Review Wake-Up Money “Rules of Thumb” with Managing Broker.
- Find the 3 best active listings for a 4-plex buyer in your market.

Week Ten

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Floor time.
- Prepare two unsolicited CMAs.
- Conduct an open house on your own.

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- Monday morning meeting with yourself to review prior week and plan upcoming week.
- Weekly meeting with your Assistant and Transaction Management Dept.
- Regular exercise routine.

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Listing Contract
- Sales Contract
- Ninja Selling Workbook
- 10-Step Buyer Process
- Annual Report
- Odds of Selling Statistics
- Wake-up Money Brochure

To Learn (homework for next week):

- Create your Goddard's list of a minimum of 30 goals.
- Complete your goal contract (gold card) with Managing Broker.
- Review 10-Step Buyer process with Managing Broker.

Week Eleven

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Floor time.
- Prepare two unsolicited CMAs.
- Conduct an open house on your own.

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- Monday morning meeting with yourself to review prior week and plan upcoming week.
- Weekly meeting with your Assistant and Transaction Management Dept.
- Regular exercise routine.

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Listing Contract
- Sales Contract
- Ninja Selling Workbook
- 10-Step Buyer Process
- Annual Report
- Odds of Selling Statistics
- Wake-up Money Brochure

To Learn (homework for next week):

- Show Managing Broker your profit and loss statement for your business. (Quicken or Microsoft Money)
- Review Sweet 16 Listing Presentation with Managing Broker.

Week Twelve

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Floor time.
- Prepare two unsolicited CMAs.
- Conduct an open house on your own.

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- Monday morning meeting with yourself to review prior week and plan upcoming week.
- Weekly meeting with your Assistant and Transaction Management Dept.
- Regular exercise routine.

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Listing Contract
- Sales Contract
- Ninja Selling Workbook
- 10-Step Buyer Process
- Annual Report
- Odds of Selling Statistics
- Wake-up Money Brochure

To Learn (homework for next week):

- Review your process for preparing CMAs with Managing Broker.
- Review 5-Step calling process.
- Review 5 favorite floor call questions.

Week Thirteen

To Do:

- Talk to 50 people (on the phone or face to face) this week. Ask F.O.R.D. questions. Listen for change in our customers' lives. Remember – “time of possession”.
- Participate in “flow” activities that will result in the addition of at least one new person per day to your database.
- Write 3 personal notes per day.
- Set up at least 1 lunch appointment for each of the next two weeks.
- Floor time.
- Prepare two unsolicited CMAs.
- Conduct an open house on your own.

To Schedule:

- Three “hour of power” time blocks on your calendar.
- Attend Tuesday sales meeting and Ninja Selling class.
- Attend Wed./Thurs. office meeting and tour.
- Weekly meeting with managing broker.
- Monday morning meeting with yourself to review prior week and plan upcoming week.
- Weekly meeting with your Assistant and Transaction Management Dept.
- Regular exercise routine.

To Read:

- Mastery, Rules of the Game, TGI Values, Our Working Philosophy
- Listing Contract
- Sales Contract
- Ninja Selling Workbook
- 10-Step Buyer Process
- Annual Report
- Odds of Selling Statistics
- Wake-up Money Brochure

To Learn (homework for next week):

- Demonstrate the following to Managing Broker:
 - 1) 10 Step Buyer Process
 - 2) Sweet 16 Listing Presentation
 - 3) 5-Step Calling Process