

R.A.M.P. UP FOR 2010

30 DAY COMMERCIAL BROKER CHALLENGE

Date	Day	Session	Topic	Challenge
7-Jun	Mon		Overview of the Process- Start w/Fundamentals	Provide a brief Review of the Year and Expectations, not goals - For Your Future
8-Jun	Tue	1	General Marketing and Business Development	Review how you positioned yourself in the market in 2009
9-Jun	Wed	2	Database Development	Review your current database system
10-Jun	Thu	3	Leveraging Broker Relationships	Review of how you are leveraging your team, your company and your firm
11-Jun	Fri	4	Prospecting	Target marketing your prospects
12-Jun	Sat	5	Client Activity - Landlord Activity	Your current positioning with your clients
13-Jun	Sun		Break	
14-Jun	Mon	6	Listing Activity - Tenant Activity	Performing the fundamental tasks for your listings and tenants clients
15-Jun	Tue	7	Closing the Deal - Leasing Knowledge	Reviewing the fundamentals of closing or basic leasing knowledge
16-Jun	Wed	8	Role Review and Reflection	Fully comprehending your role on and how it impacts your income
17-Jun	Thu	9	Crafting your Value Proposition	Define Why Me, Why my Company, Why Now
18-Jun	Fri	10	Area Audit - Are you a specialist?	Representing yourself as a specialist in your marketplace
19-Jun	Sat	11	Understanding Market Velocity	Where there is velocity, there is opportunity!
20-Jun	Sun		Break	
21-Jun	Mon	12	Encyclopedic Knowledge and Economic Drivers	How well you know what's driving your market will drive your success.
22-Jun	Tue	13	Understanding Competition in Your Market	Know how you are positioned against your competition, and market knowledge
23-Jun	Wed	14	Area Review and Reflection	Fully comprehending your market position
24-Jun	Thu	15	Understanding Your Income Generators	Knowing the Activities and Relationships and Additional Sources to Your Income
25-Jun	Fri	16	Pivot your historical income	You want to know where the opportunities are
26-Jun	Sat	17	Understanding Your Financials and Investments	How well do you know your dash board
27-Jun	Sun		Break	
28-Jun	Mon	18	Knowing Your Worth and How to Work More Effectively	Identifying three things that you need to stop doing immediately
29-Jun	Tue	19	Monetary Review and Reflection	Fully comprehending your financial position
30-Jun	Wed	20	Personal Relationships/Network	Invisibility is a Fate Worse than Failure
1-Jul	Thu	21	Personal Marketing	Having a network is only as strong as how you use it.
2-Jul	Fri	22	Web 2.0 Presence and Tradeshows	Tweeting, Blogging, Linking... you're in or you're out
3-Jul	Sat	23	Presence Review and Reflection	Fully comprehending your market position
4-Jul	Sun		Break	
5-Jul	Mon	24	Summary of Initiatives	List all Objectives and Narrow Down to Your Top 5
6-Jul	Tue	25	Finalizing your Success Levers	Defining what is going to catapult your business in the future
7-Jul	Wed	26	Create Action Plans	Creating Action Plans
8-Jul	Thu	27	Create Action Plans	Creating Action Plans
9-Jul	Fri	28	Monthly metrics	Translate action to specific quantifiable metric
10-Jul	Sat	29	Monthly metrics	Translate action to specific quantifiable metric
11-Jul	Sun		Break	
12-Jul	Mon	30	Final Live Webinar	Review and Celebration of Success