



SALES MEETING VIDEO SERIES

OPPORTUNITY COST

Purpose:

This video session is designed to provide the skills and techniques needed to deal with the following questions:

- ✓ What is Opportunity Cost?
- ✓ What is an hour of your professional time worth?
- ✓ How many hours do you invest in a Buyer before they write a contract?

This is a Training Academy Core Principle. Our Core Principles drive productivity and become the framework for building a successful real estate career.

Next Steps and Reinforcement:

These “Next Steps” are reviewed at the end of the video. They will help you create the environment for discussion with your team.

- ✓ Take some time to discuss the True Value of a Professional Real Estate Agent
- ✓ Discuss why we make bad choices with our Time or Opportunity
- ✓ Talk about the Mindset needed to not Waste Opportunity

Recommendations for Additional Discussion and Reinforcement:

Take this opportunity to list all the things that an agent should be doing but can't because they don't have the time. Then show how by managing their opportunity costs, they can get back the time needed to invest in more productive activities.