

How to Explode Your Commercial Real Estate Prospecting Now!



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The most important part of prospecting is getting it done. If you just get your prospecting done regularly you'll constantly have a solid amount of leads for you to work on, and you'll be thrilled with the results. Even though the level of market activity may go up and down, the amount of solid leads you're working on will always be in proportion to the amount of prospecting that you're constantly doing.

You really need to make prospecting your top priority. Many brokers make the mistake of trying to prospect whenever they can find the time, and this then leads to them not getting their prospecting done. You need to make prospecting your #1 priority and schedule it in your contact management program beforehand. Ideally schedule it in advance in the mornings for the exact same days of the week for the entire year, forcing you to then schedule all of your other activities around this. When you do this you'll definitely find that you're now getting a lot more prospecting done.

One of the biggest reasons brokers don't get their prospecting done is because of their fear of rejection. This can become visible in several different ways, and the smoothest way can be, "I don't have time to get my prospecting done because I have all of these other things that I need to get done instead."

Being able to let rejection bounce right off of you when you're prospecting is very important. The more you can do this, the more easily and consistently you'll be getting your prospecting done. In trying to accomplish this, one top commercial broker I interviewed said that he creates a "prospecting character" that he steps into whenever he's doing his prospecting, much like an actor would step into a role when they're acting. He then pretends that he's this energetic, bulletproof, confident, yet polite character whenever he's doing his prospecting, and when people reject him, he feels that they're rejecting his character, and not rejecting him personally. Then when he's done with his prospecting, he steps out of being this character, and back into being his normal self.

When you combine doing solid, constant prospecting along with mailing to your clients and prospects 1-2 times every month, you'll now have an extremely powerful combination for developing great new business. By branding yourself within people's minds 12-24 times a year through mailing, along with continually making your prospecting calls, you'll now become the #1 broker within everyone's mind. In addition, because of this, they'll now begin taking your prospecting calls, too, and this will then lead to you developing great, solid, ongoing new business.

When you're new in the business, you have no current transactions that you're working on, so prospecting then occupies a ton of your time. But the moment of truth as a broker really comes when you begin developing leads and working on transactions, as this now begins taking up more of your time. It's when this occurs that you'll still need to have the discipline to have your prospecting time scheduled in advance, and then stick to that schedule. When you do this you'll produce an ongoing, constant stream of new leads, you'll be constantly swimming in an abundance of transactions, and you'll have no holes in your commission pipeline coming your way down the road.

Ask yourself, "If I were to prospect 10-12 hours every week for the next year, what kind of results would I be producing?" And if you like your answer to this question, just get your prospecting done with no excuses!

If you'd like to see my videos for the exact scripting you can utilize when making your prospecting calls, including what to say to the receptionist, to the decision maker, and recommendations on how to leave powerful voicemail messages that will compel more decision makers to call you back, visit my Web site at www.CommercialRealEstateCoach.com, then click on the "Top Training Videos" link near the top of my Home Page.