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# Don't Give Up Too Soon

**COMMERCIAL REAL ESTATE BROKERAGE**

**by John Highman**

Commercial real estate prospecting is a key part of the real estate agency business. The more prospecting and cold calling that you actually do, the better. Unfortunately so many agents and salespeople give up too soon. They do not make prospecting for new business part of their daily activities.

It may take a few hours, or a few weeks, but most real estate salespeople and agents stop prospecting too soon. They simply do not keep the prospecting process going. What a waste for those that give up! What an advantage for those that can keep going. :)

Now there are many reasons why people stop but here are the main ones:

- They do not systemise the process so they are calling or meeting with the right people involved with property decisions
- They do not systemise the contact method to streets and property types
- They do not drive the streets and check out the properties first
- They struggle with rejection on the call
- They do not make enough calls each day
- They do not practice the calling or meeting process
- They do not do it every day and form a habit from it
- They lack an organised database system



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where they can track the call outcome and follow-up at a later time

Random prospecting gives random results, it's that simple. Systematic prospecting brings much better results; you are the key to the process and its success.

Let's say you can fix and address the above issues. There is another part of the cold calling and prospecting equation that needs due care and attention if you want to be successful. It is this; most salespeople do not keep in constant contact with the same well selected prospects and they do not do it often enough.

In most new business prospecting processes it takes about 3 or 4 calls or approaches to the same person before you get the opportunity of a meeting. That means you will be rejected or put off some 3 or 4 times before they will give you the benefit or opportunity of connecting in person.

This one simple fact is the main difference between the really successful salespeople in the property industry and everyone else. The whole process requires diligence and focus; for some reason most salespeople lack a lot of that. Where do you rank?

Figures on this have been done by many business research groups over the years, and the findings are



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always similar. About 50% of salespeople will not make a second call to the prospect if they missed out on a connection or meeting at the first attempt. After that point the numbers get much worse, as most salespeople in the remaining group (as much as 30%) will not make the third call.

So the moral of this is that prospecting for new business takes systemised focus and an ability to accept rejection. Set yourself up for success by solving these key problems. It's up to you.



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