

# 7 steps

## to Better Cold Call Prospecting in Commercial Real Estate Today



There are many benefits to establishing a cold call prospecting program in commercial real estate brokerage. At the top of the list will be your ability to grow your market share faster and also find listings before your competitors. Are you ready for the challenge? - John Highman - <http://commercial-realestate-training.com>



### #1 Pick Your Territory

Define your territory so you can capture the local transactions that you know something about.

Make sure you have enough stock and listing churn in your preferred territory.

#1



### #2 Pick Your Properties

Some properties are better than others. Choose the properties that can bring you the best commissions and listing enquiry.

Make sure there is plenty of opportunity in the segment of properties that you are chasing.

Comprehensively understand the property type in all ways possible.

#2

### #3 Research the Right People

Who are your ideal clients? Are they investors, business owners, owner occupiers, or tenants?

When you understand your best client by category it makes your prospecting processes more successful and allows real momentum in calls.

#3



### #4 Practice Your Call Script

Confidence is really important in commercial real estate today. Your confidence should feed into your prospecting calls.

You will likely need a call script to get things started. After awhile you will not need a script as you will be comfortable in opening a call in almost all circumstances.

#4

### #5 Get a Database

There are plenty of CRM database programs to select from. Test them out and see what works for you.

You don't need the most expensive CRM package to create a good database. You simply need something that works for you. Cloud based is a good idea.

#5

#6

### #6 Call with Relevance

Have something valuable to say. The call is NOT about YOU. The call is about the other person and their property needs. This is the most common mistake that many brokers and agents make today in cold calling. Shift your mindset to FOCUS ON THE PERSON that you are TALKING TO.

### #7 Converse

Most commercial real estate clients and prospects are experienced business people so respect their intelligence and comments. Show interest.

Create a conversation and build on it in a relevant way.

#7

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