

Business Class Training – Commercial Real Estate Online

Improving Your Sales Pitch

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John Highman, Author, Speaker, and Coach

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Improving Your Sales Pitch in Commercial Real Estate Brokerage

To improve your sales pitch in commercial real estate brokerage today, you should have a significant presentation strategy factor to help you connect with your clients and prospects. In simple terms, you need to believe in yourself, your information, and your capabilities. Confidence is the key to a top presentation outcome.

The confidence that you can show your clients and prospects as part of every presentation will help you with your conversion factors and listing opportunities. The clients and the prospects that we serve like to work with the best property agents with the right skills; in this way they know that they can achieve the results that they require efficiently and effectively. It stands to reason that your presentation needs to reflect those personal factors clearly and directly.

The top agents of the industry have plenty of confidence, commitment, and knowledge. In this way they can attract the clients into the highly successful listing pipeline and marketing process that they have developed over the years.

Here are some tips below to help you improve your sales pitch and presentation for the property market today. You can add to the list based on your town or city, and property speciality.

1. Gather relevant information from the market that can be used in any sale or lease discussion. That information will include time on market, pricing strategy, best methods of sale, and best methods of lease, marketing alternatives, and negotiation strategies.
2. To help you convert or attract the clients to your ideas, have stories from the marketplace that can be shared during the presentation. The stories should be of a successful nature and can be supported by necessary photographs, statistical information, and local property market trends. Don't breach confidentiality as part of your 'stories' or sharing of information.
3. Inspect the subject property comprehensively before you create your proposal and recommendations. Take plenty of photographs in and around the property to use on

a laptop as part of your client connection process. Those photographs should be in a 'rolling photo presentation' as you talk to the client about the listing alternatives and marketing recommendations. The client's property will be of great interest, far more than some other 'PowerPoint' marketing package that you have created.

4. Review the competing properties through the region so that you can understand the strengths and weaknesses that they present to your listing. You will also see some trends from those other competing properties that can be acted upon or avoided.
5. It is very difficult for a client to ignore an agent or broker that has a significant database of 'up to date' prospects. Use your database as leverage in the property presentation, by talking about it. Shortlist a group of people from the database to show the property to when the listing has been accepted by the client. Tell the client about the 'short list' and show them some detail of it without breaching confidentiality.
6. Determine the target market that should be the centre of your marketing campaign. Establish your marketing campaign with due regard for generating inspections. Get away from any generic approach to marketing and promotion. Given that you are asking for exclusive listing authority, put yourself into the marketing recommendations so that the client knows you will be personally involved in promoting the property.

It should be said that 'practice makes perfect' when it comes to attracting new business and listings in our industry. Certainly the rule applies to your property presentation and listing proposal. Be prepared to show the client how you can improve their situation quickly and effectively. Show them the confidence that they want to see.

This is another quality resource from the Commercial
Real Estate Training Online Series.

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info@commercial-realestate-training.com

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