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Sales Pitch Secrets in Commercial Real Estate Agency



When it comes to pitching for a listing on a commercial or retail property, the strategy and dialogue that you use needs to be 'first class'. Most presentations and opportunities to connect with the client will be competitive events. There will be other agents tracking the same listing and putting forward their alternative solutions to the client. Your recommendations must stand out in the confusion and the competition.

To win more listings in this market, your presentational process needs to be of the finest quality and highly relevant to the client and their property challenge. Concentrate on the things that matter in the marketplace and those that will have an impact on the client's situation.

Here are some specific strategies that will help you in a major way when it comes to winning the presentation and converting the listing.

- Some clients will be under more pressure than others. On that basis you really should firstly connect with the client to understand their immediate needs and ideal targets. From that point you can then match your presentational strategies and recommendations.
- Inspect the property with the client prior to any proposal being created and submitted. Walk the

client through the property to get a fuller understanding of the improvements, the tenancy mix, the strengths and the weaknesses of the property.

- Ask the client about the history of the property or building and how they came to acquire it. Find out what has changed in the property today that requires them to take the property to the market now.

These three points will help you significantly in establishing the right proposal and the best strategy to the marketing campaign. You can then go to the second phase of client contact. At that point your proposal should be well matched to the current situation, the property, and the client. Consider these factors:

1. Gather information relating to the competing properties throughout the precinct and the region. As part of that, include the time on market, the pricing, and the methods of sale or lease as the case may be. Show your client what is working and what is not with these other properties.
2. Determine the best method of sale or lease that will help you create the best volume of enquiries from the right marketing campaign.

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3. Review your database for the quality prospects and enquiries that may be matched to the listing. In some circumstances, it is useful to introduce qualified contacts to the property prior to the formal marketing process commencing. The comments that you achieve from those inspections will help you with your proposal strategy and marketing method.
4. Put together some alternatives in marketing that can create specific momentum to the target audience. The campaign that you put together should be specific and not generic. That will help your proposal stand out as relevant and real.
5. The exclusive listing process and vendor paid marketing should be central to the proposal structure. In this way you can control the client, the property, and the inspections. The marketing funds provided by the vendor will allow the promotion to occur in an effective and comprehensive way.
6. Put yourself into the marketing campaign so that the client can see that you are taking some specific action through the local area and with qualified prospects.
7. Give the client some examples of successful marketing campaigns that have produced good outcomes.
8. Provide some stories relating to the current property market and the clients that you have serviced in a positive way.
9. Provide a visual timeline to the client that shows quite clearly how you will move them through the stages of marketing, inspections, and negotiations. The visual timeline can be represented on a Pert or a Gantt chart
10. Take plenty of photographs in and around the property and use them as a rolling slide show on a laptop computer whilst you present your strategies to the client. This very simple strategy has great impact on the client.
11. Show the client the differences between listing types and methods of marketing.

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Use professionally taken photographs to make your points more effective.

12. Be prepared to sign the listing immediately.
Have all the necessary listing forms and searches undertaken ready for the process to occur.

Your sales pitch or presentation will be strengthened with these steps and strategies in preparation. Make your listing recommendations stand out as unique and special to the client.

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info@commercial-realestate-training.com

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