

2017

# 3 Stages to Cold Calling Success



John Highman, Broker, Author,  
Speaker, and Coach

<http://commercial-realestate-training.com>

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# 3 Key Stages to Commercial Real Estate Cold Calling Success

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When you work in commercial real estate sales and leasing, the cold calling process is critical to building your market share and your listing business. If you want more listings and more deals, then making cold calling a key part of your daily diary is critical to the outcomes you seek.

## New and Old Clients

Every day cold calling will produce more opportunities for you if you consistently make 50% of your calls to new people. This is a fundamental fact that is overlooked by some salespeople; they forget to ring new people and eventually start ringing the same people over and over again; they put no new opportunity into their call pipeline. All of a sudden, the sales pipeline stops revolving and the business you generate become static.

As a salesperson in the industry you know that you need to talk to new people, new business leaders, and property owners each and every day. Make that a part of your prospecting model.

## Referrals are a Bonus

Interestingly, there is another problem that comes with staying in the commercial real estate business over a long time. Potentially you will get more referral business from the deals that you have done; referrals are good news and easy to work with. They should not stop you however in contacting new people in your call prospecting pipeline.

Do not let referrals hold you back from finding new people to add to your real estate business growth and listing opportunity.

The three critical stages to cold calling and prospecting success can be summarised as:

1. **Research** each evening the calls you are going to make the next day. The depth and relevance of your local area research will dictate the results that you seek. Focus your research into your target area and into your priority buildings.
2. Work out what **the prime prospecting time** should be for you to contact the researched people you regard as client opportunities. Make your calls at the same time every day. Create a habit of contact; that is quite important to the momentum you seek with new business.
3. **Consistency and persistence** will make the calling process work for you providing you practice the process every day. This is best done in the morning before you get to work.

There is a simple equation that can take you forward in your call prospecting process; it goes something like this:

The number of calls that you make every day with a positive communicating attitude will bring further business opportunity providing you improve your techniques and understand your market.

## Top Agents Please!

The people you want as clients will prefer to work with the best agents in the industry for the location; that then is not a 'test case salesperson' that is still finding their feet.

Local credibility, confidence, and property market knowledge are important elements in the things that we do each day with new clients and prospects. Business opportunities await those that act every day in that way. *How credible and relevant are you locally when it comes to property listings, sales, and leases?*

Show the clients and prospects that you talk with, why you are an important factor in their property listing or challenge.

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

[www.commercial-realestate-training.com](http://www.commercial-realestate-training.com)

[info@commercial-realestate-training.com](mailto:info@commercial-realestate-training.com)

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