

5 Step CRM System for VIP Clients



TARGET THE RIGHT PEOPLE - As a basic rule you should connect with lots of people, but some are more valuable than others over time. Make your assessment. Qualify first and then connect.



CREATE CONVERSATIONS - Regular and professional conversations will take you closer to property opportunities. Talk to lots of local people and track the conversation results.



90 DAY CONTACT CYCLES - Repeating the contact cycle at least every 90 days with qualified people will help you convert more leads and listings. Get your contact cycles organised and active.



SEGMENT YOUR CLIENT AND PROSPECT LIST - There are plenty of good software packages that can let you segment people and property opportunities. Use a proven package that works.



THE FIRST OBJECT IS ALWAYS TO CREATE MEETINGS - This is a 'personal business'. Seek meetings to build rapport. Face to face contact is essential to conversions and market share.

CRM Champions

'As logical as it seems, the data and facts that you extract about a client or prospect should be entered into a database in logical segmentation. That is where many agents fail due to a lack of attention to detail and consistency with their most important business tool. The accuracy of the information in a database must be high. Momentum is also critical. Work your list of business owners, investors, landlords, and tenants. That's the way to get market traction.'

- John Highman, Broker and International Coach



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