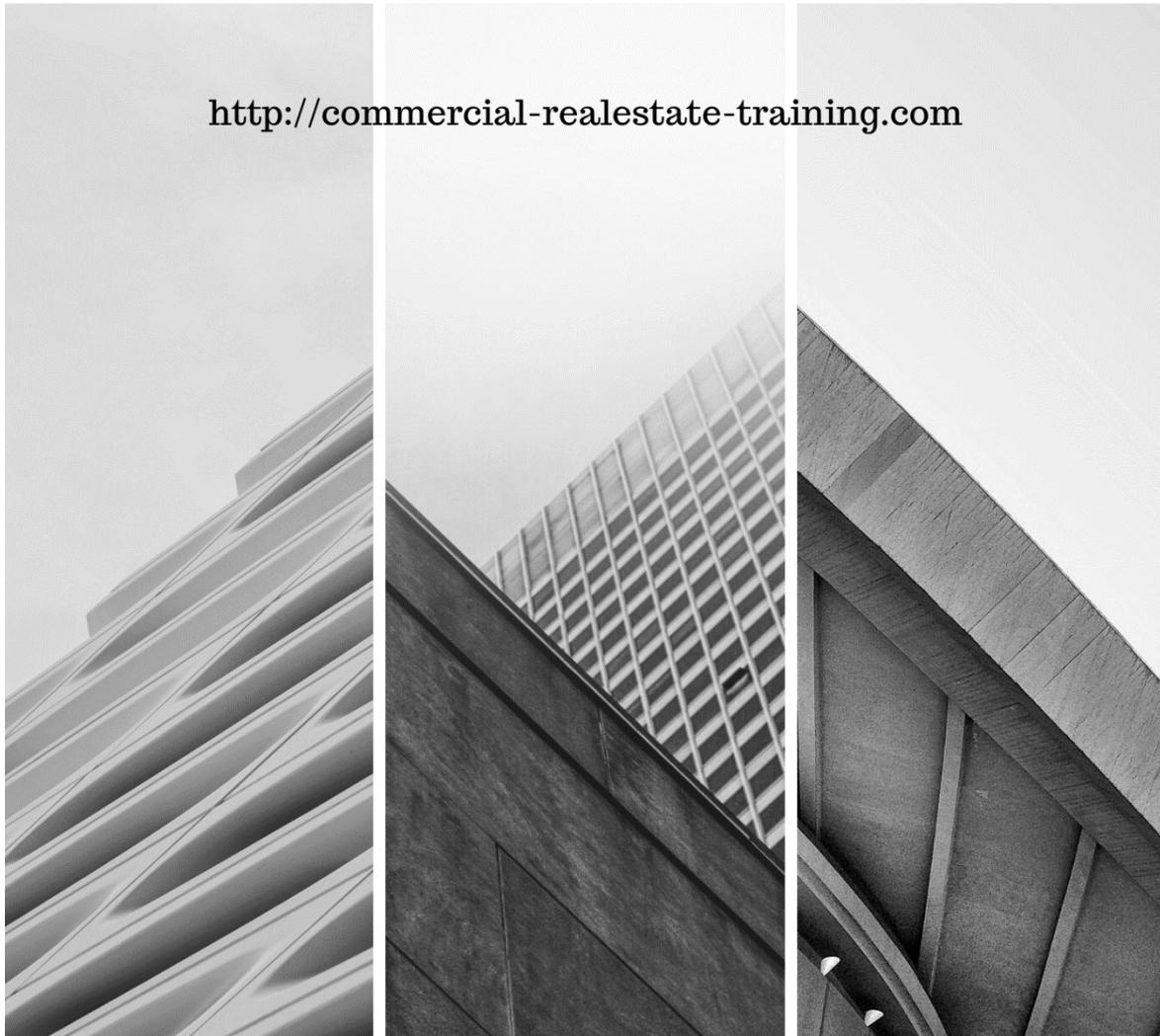


HIGH-QUALITY COMMERCIAL PRESENTATIONS

ALL THE RIGHT INGREDIENTS FOR
A TOP CLIENT PRESENTATION BY
JOHN HIGHMAN

NEW

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



The Formal Commercial Presentation

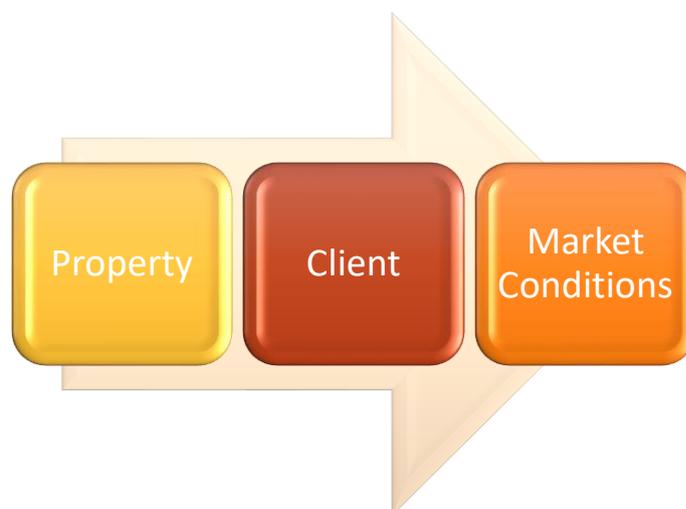
In commercial real estate you find that frequency of presentations to clients' increases as you become more locally known and successful. It is in the early days in the industry that your personal practice in presentations will bring you the most benefit and fast track your conversions to listings. In the ideal world that is what you want.

In many cases of listing opportunity, you only get a short period of time with the building owner knowing that two or three other agents will be doing the same thing. If you ask the agents going to a client presentation as to why they should be chosen for the job by the client, they will all say something like:

1. We know the market!
2. We have great experience!
3. We have been in the area for 100 (or 1000) years! 😊
4. We have the right people!
5. We have done the deals!
6. We have the knowledge!
7. We have the track record!
8. We are the best!!

Does this sound familiar? This is all 'rubbish'! You have to do better than this, consistently.

Take a step beyond this 'generic rubbish' and make your business more relevant and real to the client. You need to take a different approach to your presentations and really come up with specific important reasons for the client as to why they should use you with their property. You need to show them that. You need to package yourself with tools and strategies that are pertinent to the client, the property, the location, and the market, and then show them very clearly that they need you and not the other agents.



Your High-Quality Presentation Process

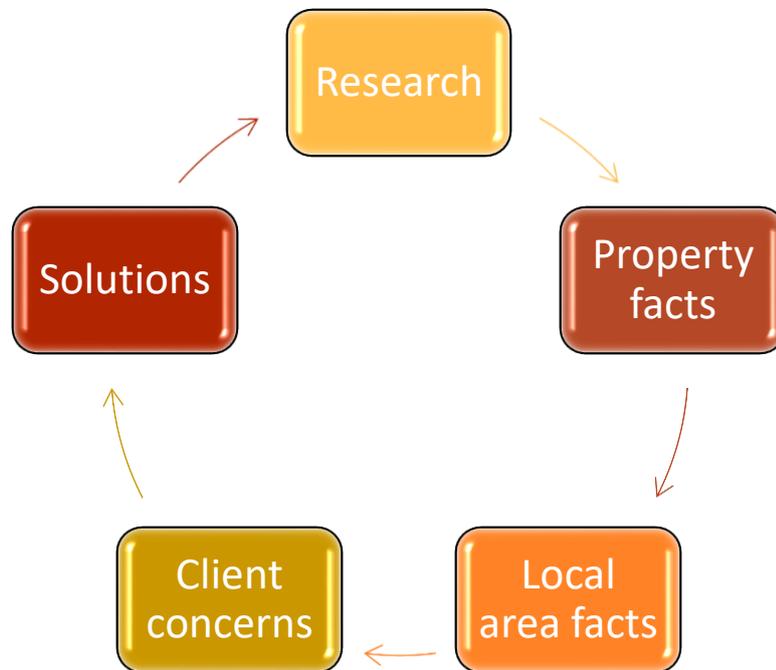
It is your presentational process and content which will largely dictate your success in achieving the listing; you must be better than the competition. Here are the facts and foundations that can be used in a strategic commercial real estate presentation. They will give you the presentational edge in any property presentation.

Consider the following matters -

1. Always begin your meeting with the client by referring to any earlier conversations or meetings you had with them and the content raised therein.
2. Make sure you have inspected the property fully, and totally understand its physical features and demographics. You must talk to the property and the location comprehensively and in detail.
3. From the earlier meeting with the client, you should have identified matters of concern to the client. It is important that these matters be handled effectively in your proposal and presentational process. Address the questions and answers that the client has on their agenda.
4. Give your oral presentation to the client before you present any written documentary proposal or support brochures. You do not want to create any distractions allowing the client to read through documents as you talk to them.
5. Tell the client how the property sits in today's market with reference to supply and demand as well as competing properties.
6. Stress your strategies that will apply in marketing the property and refer to your use of your current database procedures. Clients like to hear that you will be proactive in finding the right buyer and how you will achieve this. Clients like to see the size of your database and how you are going to use it for their property.
7. Your ability to cold call and meet directly with prospective buyers is a significant part of your marketing initiatives. Build strong statements of cold calling and direct marketing process into your proposal and presentation.
8. Have a list of recommendations that apply to important matters which should be attended to prior to the property coming on the market. This shows the client that you have fully considered how to maximize the price and the sale outcome for them.
9. Refer to the elements of the property which are the key selling points that attract buyers. Expand on these matters and the way in which you will promote them to the potential buying parties.
10. A significant part of today's marketing initiatives with commercial property is built around the use of the Internet and E-mail marketing. Traditional promotional processes such as the advertising media are also useful but becoming less important to any sale or lease.
11. A signboard on the property is still one of the highest value promotional tools followed closely by the internet and email. Create a signboard design that impacts the target market and superimpose the image and location of the signboard on a jpg image of the property.
12. Run a simple slide show of the subject property images in on your computer (at the appropriate time after your verbal presentation) to then build on property advantages and

- angles. The customer will then see that you have really considered matters in walking around the property.
13. A direct mailing campaign with supporting brochure to targeted people within your database is also very useful. If anything, the use of letters (not email) is now highly effective as a communication tool; people look at letters with more interest as they get fewer of them these days. The value of the mailing campaign also increases significantly when you take the time to call the people after they have received the correspondence and brochure for the property. Emphasise to the client that your direct mailing campaign is targeted to the right people and not just a generic process. Define that target market for the client.
 14. The cost of a marketing campaign for a commercial property will always be variable subject to the type of market that you are chasing. As an approximate estimate, a good marketing campaign will cost about one per cent of the property's value (this situation changes with property type and value).
 15. Make sure you pursue vendor marketing funds for the property and do not fund any advertising from the agency. Many agents have suffered the consequences of spending money on a property promotion themselves, only to find that the property has not sold and has moved to another agency.
 16. The timing of your property marketing plan would normally be spread across a period of 4 to 6 weeks. This allows you to achieve maximum impact in the marketplace. Beyond the six-week timeframe the property has become well known to most buyers and you should have achieved a sale by that time. Beyond 6 weeks the property is 'stale' and dead stock. It is then harder to sell.
 17. The major issues of concern to the client will be your estimate of price, your marketing strategy, method of sale, the type of agency, and your target market. Do not however stop at just these issues but show focus on the full promotional procedures that you will use and the timing of those procedures. One successful way of doing this is using PERT and GANTT models specifically drafted to the property and its progressive promotion.
 18. Do not put the listing form on the table or before the client until such time as you have received acknowledgement from the client that your method of sale and pricing strategy is appropriate.
 19. When making a formal presentation, it is your confidence, market knowledge, service, and strategy that will win the listing. All of these must be conveyed personally through your communication skills. It is not the document that you prepare and put on the table that will win you the business; it is YOU. The best commercial real estate people practice their presentational processes frequently including use of voice, questioning processes, content delivery, and body language.
 20. The price is right? When the property price is right, and the strategy is correct in the current market it is highly likely that you will achieve the sale in a timely fashion. It is important that you match the property to the economy and market in your region.
 21. Use some tools in your presentation that the other agents will not think about. Just about all agents turn up to a listing presentation with a formal bound proposal and a set of listing forms. Some others will use computer presentations to use in conjunction to that. You need to use other things to be very different and memorable. This could be some special information report you have sourced from the market or perhaps something from the media that impacts the property. Most importantly it should be in a form of colour shape and size

that the client can touch and hold. As you pass items to the client it is a type of 'minor close'. You need to make the client think and see that you have gone the extra mile.



Engaging the Client's Response

There are several response strategies which should be used in your commercial real estate presentation. The balanced use of these strategies allows you to direct and control the presentational process towards the best outcome. We have listed a number of these below. They do require your practice.

1. **The process of mirroring and matching** – this is where you observe the client and their posture. You match and mirror their aspect to the table at which you are presenting. If they lean forward, you lean forward. If they lean back, you lean back. The secret to this process is to do it subtly and within about 30 seconds of the client doing so.
2. **The pregnant pause** – this is a process of asking a question or making a comment and then deliberately waiting for the client to respond. It forces the client to give you a response. It has been said that the first person to speak at the end of a pregnant pause is the loser.
3. **Pacing** – this is the process of speaking at the same pace as the client. You may choose to follow their line of conversation and pace for some time until it is appropriate to redirect the conversation back towards your points of focus.
4. **Asking questions** – there are essentially three types of questions. Open questions allow the responding party to give a detailed response. Closed questions direct the responding party to give a yes or no response. Extender question encourages the responding party to give more detail.

5. **First names focus** – where culturally and socially correct you should use the first name of the client frequently in your conversation. This can be overdone so be careful in using the process. People essentially love to hear their own name in conversation given that it shows respect for their comments and responses.
6. **Listening and observing** – when you encourage the client to speak or connect with you in a presentation, you should completely listen to their response and observe their body language. It is the balance of these matters which tell you more of the full picture. It is interesting to note that the average male client will generally be more ‘closed’ in the early stages of the meeting than the female client. This is a by-product of our social upbringing and gender demographics. Therefore, it takes longer for the male client to become trusting and open in conversation. The female client will tend to be more connecting and conversational from the earlier stages of the meeting. Practice and enhance your communication skills across all leasing and sales situations that happen in your market.
7. **Handling objections** – it is likely that the client will challenge you on several issues including price, timing, type of agency, marketing methods, and methods of sale. You must have sound logical responses which support you in these matters. The client will always need to know that they have tested you and satisfied themselves that you really are the ‘goods’ that you say you are. Be ready for the challenges and questions.
8. **Understand the clients BATNA factor before you start.** Common in professional negotiating you will hear people refer to the term of BATNA. It stands for ‘Best Alternative to a Negotiated Agreement’. It simply means that you need to know what the alternatives are for the client not negotiating or failing to gain an agreement with you. In doing this you can remind the other party of their alternatives and loss if they do not select you today. It is a strategic awareness tool. It is a negotiation leverage tool. Knowing the real BATNA’s of all the parties’, helps you monitor the choices available to all concerned and then press for a sensible decision from them, using the best reasons that they cannot refuse or reject.

So, these are some strategies that the presentational process in commercial real estate should incorporate. You may wish to add other matters to the list, and we would encourage this. Most importantly you must practice your presentational processes frequently. In only this way can you eliminate the competition agencies. Become master at your presentation craft in commercial real estate brokerage. Convert your listings in volume.





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