

TELEPHONE PROSPECTING

Telephone Canvassing Systems



John Highman

Why Telephone Canvassing is Essential in Commercial Real Estate Brokerage

In commercial real estate brokerage, you need clients and lots of them. Over time the higher the number of people that you know, the more leads and opportunities are available for you to act on. Perhaps the word 'know' here should be emphasised and explained.

To actually 'know' a client or a prospect, you really should understand their property situation comprehensively, and they should trust you as an industry 'expert'. That relationship takes time to develop. The telephone will help you find the people and connect with them. Your call lists are so crucial to the growth of your real estate business.

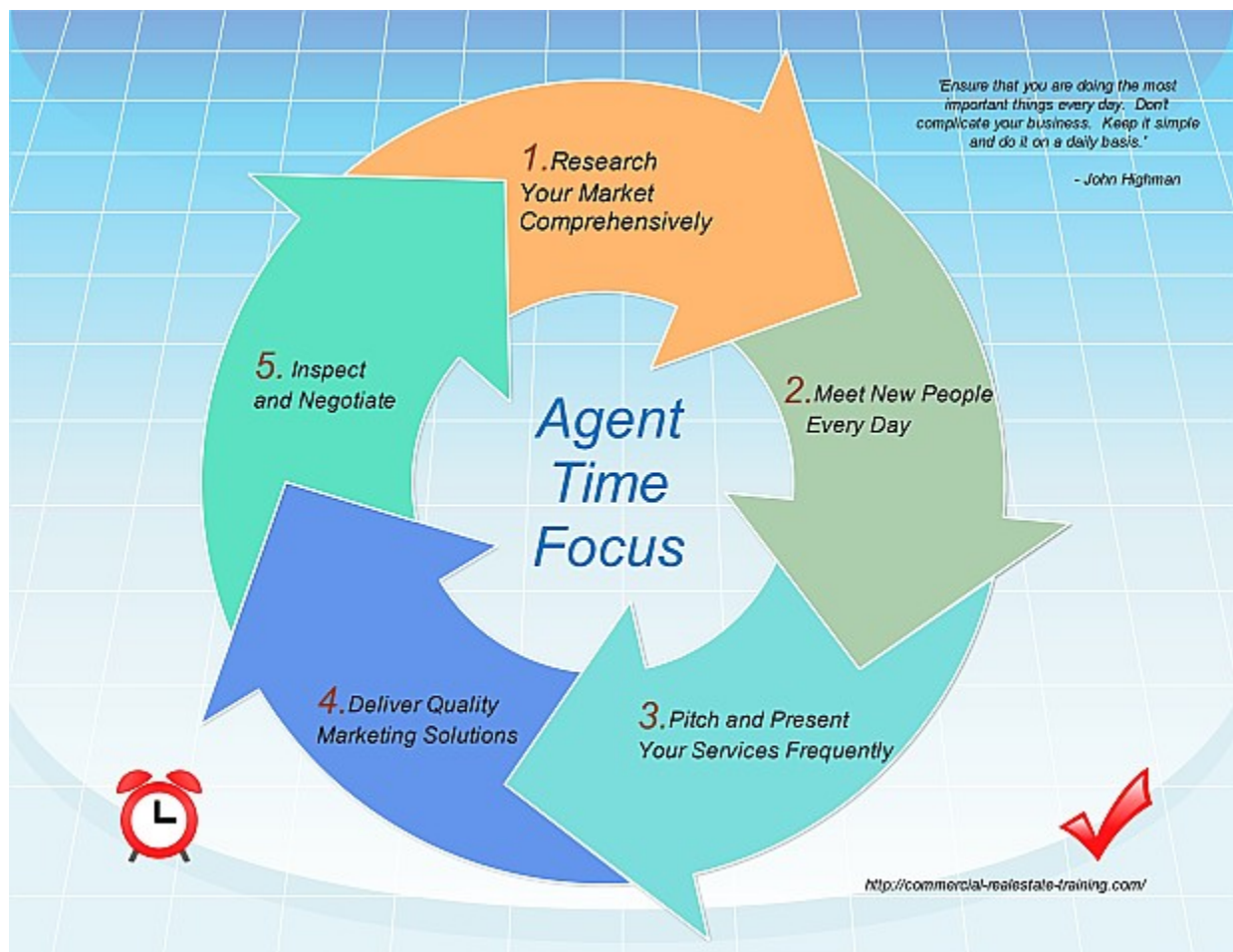
Look at your database as it exists at the moment. Consider these questions:

- Do the people in your VIP database highly regard you?
- Would they refer friends to you when property issues arise?
- How do you stand out as real and relevant to those clients now?
- Would they say that you are the 'industry expert' that they trust?
- Do they know you as a property specialist for your location?

Telephone Canvassing Systems

You can see why relationships are just so crucial in our industry. The variety, depth, and strength of your contacts will drive better business for you.

You can and should use the telephone to build your client contact list and your prospect database. Telephone canvassing is part of that. Here are ways that you can make that work in your brokerage business:



Telephone Canvassing Systems

1. **Cost-effective** – Today, you can make many calls for minimal cost. As part of that, you can track your numbers of calls made, to leads identified. Over time you should see those numbers improve. Be aware of your time and its importance to the prospecting process. This then doesn't say that you should only make prospecting calls to find clients; it is one of several strategies that should be happening every day in your business career.
2. **Regular and routine** – Set aside time to make calls every day. Make a good number of calls to new people and also existing people. In that way, you are building relationships over time and eventually converting more meetings.
3. **Target meetings** – From the calls made set yourself some targets relating to meetings with new people. Realistically, you create two further meetings with new people each day, Monday to Friday. Put yourself in front of people; that's what the business is all about.
4. **Script development** – What you say does matter in the initial connection, and you can lift your ratios on that by practising. Most of the people that we talk to in our industry are reasonably experienced in business and or investment, so the prospecting dialogue you use should be refined through practice and a focus on relevance.
5. **Target specific groups** – Make calls to groups of people, local businesses, and people in particular locations. Over time you can increase conversions by merely concentrating your call list and hence your conversation relevance.

Telephone Canvassing Systems

6. **Campaign specific** – Choose a focus for making your calls. That could be with the type of services you want to offer, but ultimately you want to help where help is required. The request is about the person and their situation and not yours. Questions will put you closer to that fact and circumstance.

So the message here is quite simple. Get your call prospecting started and refine it over time. That's how you build your real estate business opportunities around you.

NOTE: We regularly share commercial real estate information to Brokers and Agents around the World. You can get that information sent direct to your 'Inbox', simply by [clicking here](#) and telling us your preference between Sales, Leasing, and Property Management. See you on the other side!



1

Need more contact ideas?

We regularly share commercial real estate information to Brokers and Agents around the World. You can get that information sent direct to your 'Inbox', simply by [clicking here](#) and telling us your preference between Sales, Leasing, and Property Management. See you on the other side!

©2000-2020 John Highman and Commercial Real Estate Online. All Rights Reserved.

Note: This is a global coaching and training facility for commercial real estate brokers and agents Worldwide. The information provided here is general in nature and will not have specific relevance to your location, property types, properties, clients, transactions, and laws. Further to that, not everyone will get the same results as others in commercial real estate. The results you achieve using this material and or content will come down to your focus, knowledge, skills, commitment, marketplace, and actions; we do not provide any guarantees on your results in any way. It is all up to you.