



Day Plan for Commercial Agents

'Commercial Real Estate Online' — <http://commercial-realestate-training.com>

Developing a daily plan for your Commercial Real Estate daily activity is an absolute must in order for you to perform at significantly high levels of listings plus sales and leasing performance. There is very little doubt that the ability to maximise your time and what you accomplish daily is essential to your consistent listings and sales or leasing performance. Compounding your actions is essential.

Let's take a look at some specific tips, ideas or strategies that, if applied correctly, could make a big difference in your commercial listings and deals:

1. Avoid scheduling too many appointments or other activities daily so you can invest more quality time with qualified prospects.
2. Handle all prospect or customer inquiries or requests immediately, efficiently and expeditiously. Don't "put them off until later." Do it when their requests or questions are fresh on your mind.
3. Prepare your daily to-do list in the previous afternoon or evening daily for the next day's activities. Use a written day plan for the process as it lets you connect with the key issues and check off more than the computer diary can help you with.
4. Carry an easily accessible list of your top 10-15 prospects so that you can maximise bits of unused time to make contact with them.
5. Take time to relax, plan, schedule, visualize your success and organise yourself each day. Don't always be in a hurry! Think, plan and reflect.
6. Do your best to list, sell and negotiate only by appointment. That will allow you to maximise time

with quality prospects, plan your presentation and utilize non-selling time in a more productive, positive way.

7. Set aside fixed times daily to prospect for new business, promote your commercial service and position you, your organisation and your solutions.
8. Work daily to establish a group of clients and customers who will serve as advocates and zealots for you and your commercial offerings.
9. Organise your day so that you are able to group related activities together and be in a position to avoid flurries of unrelated, disjointed activities.
10. Do your best to ensure that you invest your time only with truly qualified prospects instead of only moderately interested suspects.
11. Constantly keep your sales goals and objectives in front of you so that you are absolutely, 100% sure that you are maximising your time and activity daily.
12. Maximise your time with some form of automated prospecting, tracking and contact management system. Bring your sales effort to the top of your agenda!
13. Invest some time daily into the ongoing improvement of your skills, product knowledge, personal growth and professional development. Practice is a powerful solution to growth.

Given those tips, let me ask you a very personal question. How organised are you? Unfortunately, lots of commercial sales people and leasing people mistakenly believe the old adage that says "A cluttered desk is a sign of genius" – or they say things like "I don't have time to get organised, I'm too busy selling." Or how about this one, "Salespeople aren't like other people. We go and make things happen."

None of these statements are true at all. In fact, they are nothing more than excuses for a lack of commitment or lack of understanding as it relates to the real underpinnings for true commercial suc-

None of these statements are true at all. In fact, they are nothing more than excuses for a lack of commitment or lack of understanding as it relates to the real underpinnings for true commercial success. It could be argued that the essential components to managing your time for maximum sales success are the ability to master three things:

- A commitment to do it
- The willingness to be held accountable for your own results
- The competency required to accomplish it

The real truth is that success in anything, including sales, is the willingness to say, "Yes. I want to do that," "Yes. I'm willing to be held answerable for my own results," and "Yes. I'm willing to learn, apply and master the skills required to be successful.

If you can adapt these three concepts to your commercial career and master even some of the 12 tips we have discussed I can guarantee you'll be a lot more productive. Try it. You'll like the results. Remember, time is the great equalizer for all of us. The secret is to learn how to put the equalizer on your side.

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