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Avoid the Ups and Dows



Telephone Canvassing

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Avoid the Ups and Downs

When you make calls in commercial real estate and investment property, it is easy to get stuck in the up and down cycle. This is worth discussing now so you can avoid the problem. As it will derail your progress.

Here are the time factors that apply to the calling process and create the up and down cycle:

1. It takes you about 20 minutes to get the call momentum up and running, providing you do not get any distractions in that time. In the first 20 minutes, you will struggle with your dialogue and your focus. You must call through the 20-minute barrier before you are comfortable with what you are doing (the mindset you need).
2. Once you get into the calling mindset and the momentum, you are good for about 2 hours of constant contact calling. After that, you must not stop the process and do other things that slow you down.
3. At about 2 1/2 hours, you will want to have a break. You will need to step away from the telephone for a short while if you intend to do more calls. Your mind needs to refresh.

These time factors are consistent across all successful salespeople I have met that use the telephone well. If you intend to make more than 2 1/2 hours of calls, you need to have a 30-minute break at about that 150-minute point.

Success Levels

Most real estate salespeople only need to do approximately 2 1/2 hours of calls each day to get reasonable levels of success. The important thing is that they do it each day and not postpone it or put it off to another day. Consistency is the key to success in prospecting cold calling.

Now some agents and salespeople think they can spend a whole day making the calls once every week. On that basis, they believe that they will get enough appointments for the rest of the week. However, experience says that this process is a waste of time. The best calling process is a daily event, and it takes about 2 to 3 hours. In only that way can you create the necessary habit that you require! The practice of making the calls daily is the key to success.

Your Habits?

It should be said that the results that you have today in your career are a direct result of the consistent actions and habits that you have taken every day up until now. If you do not change your practices, you will not change the future. That is the key to what you are doing in call prospecting.

Taking the three points above, it is easy to see the new and essential processes that you must adopt when making calls. The rules are:

- Do your call preparation the night before so you can get straight into the calls. The focus is

50 calls in 2 to 3 hours, remember.

- Find a quiet area where people do not interrupt you and focus on the calling process. The most effective way to make a significant number of calls is to isolate yourself in a small room without noise and distraction.
- Given that it takes about 20 minutes to activate the calling process thoroughly, you should not stop and start during the 2 hours for coffee and other small breaks. You will find that your conversions to meetings from the telephone call will be much easier at about the 30-minute point and through to the 2 or 3-hour timeframe. Keep the momentum up.
- Effective cold calling and prospecting zone happens at about the 30-minute point and should continue for another 2 or 3 hours. The timing process is critical to getting success and creating more conversions to meetings. You cannot stop and start.
- When you reach the zone of effective cold calling and prospecting, it is easy to celebrate your single successes from a call and discuss them with the others in your office or team as you proceed. However, this must be avoided as it will break your momentum.
- As you do the calling process, you will find that the diversions to enter data into computers or follow-through on matters from the last call discussion will take you away from momentum and reduce your effectiveness. This means that any actions required from the calling process should be written on a standard form that you use to make the calls. You can then follow through on those matters later after the calls have finished.
- Consistency is the key to the calling process, so that's why you must avoid distractions and diversions.
- Avoid taking any inbound calls from your mobile phone that will take you away from call prospecting.
- Tell others in your office to leave you alone for 3 hours. It's your income that matters here and not theirs.
- Understand the best time of day to reach the people that you want to talk to. Your call is an interruption for them, so make sure you choose the best time of day for your calls, given your location and market.

It's easy to see what the calling rules must be here so that you do not get stuck in the up and down process. Once you start making the calls, keep the process going for 2 to 3 hours without interruptions.

In closing on this point today, I remind you that consistency and persistence are foundational to your success. You must create a new habit of making the calls every day. This new habit is going to take the next three weeks of hard work. Stay with the process. After about 4 or 5 days, you will know that you are getting somewhere.



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