

# Masterplan for Cold Calling

- Why are you making the calls?
  - To grow your client list
  - To find listings
  - To share current property listing detail
  - To build market share
  - To create property conversations
  - To build your brand
- What is your core message?
  - Updating your contact list?
  - Recent property market changes?
  - Advising on recent prices and rents?
  - Helping with property upgrades?
  - Finding properties for selected buyers?
- Who are you calling?
  - Investors
  - Business owners
  - Property owners
  - Franchise groups
  - Business type segments
  - Tenants
  - Landlords
  - Funds managers
- How will you track call progress?
  - Call numbers out
  - Call numbers in
  - Meetings created
  - Appraisals created
  - Listings created
    - Open
    - Exclusive
- How will you capture information?
  - Data capture sheet - written
  - Database - computer
  - Spreadsheet or other resource
  - Note taking system to incorporate findings



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- Google Keep
- Evernote
- One Note

- What is the best time of day for calling?
  - AM
  - PM
  - Evening
- Determine the property types to talk about
  - Office
  - Industrial
  - Retail
  - Shopping Centres
  - Bulky Goods
  - Land
  - Developments
- Determine the factors of attraction to share in your conversations
  - Prices
  - Rents
  - Sale results
  - Supply and demand
  - Property updates
- Have some market information to share
  - Listings coming to market
  - Sale results
  - Lease results
  - Buyer enquiry
- Set up a basic script to open the conversation
  - Simple opening
  - Professional approach
- Keep conversations direct, professional, and to the point
  - Introduce yourself
  - Ask questions
  - Take notes
  - Qualify
  - Move on
- They will 'test' you, so keep your control on the conversation
  - Be prepared for the test
  - Share information

- Be professional
- Always qualify first or early
  - Interest in property
    - Buying
    - Selling
    - Leasing
    - Investment
    - Development
  - Motivation
    - Price
    - Property types
    - Locations
    - Investment cycles
  - Other properties owned
    - By type
    - By location
    - By use
  - Need for change
  - Need for investment
  - Property preferences
  - Budget preferred
  - Location preferred
- Meetings created where appropriate
- Decision makers to target
  - Companies
  - Property Owners
  - Franchise Groups
- Property owners to target
  - Local investors
  - Companies
  - Funds or trusts
- Followup calls every 60 to 90 days
  - 14 days - VIPs
  - 30 days or less - hot prospects
  - 60 days - prospects
  - 90 days - suspects
- Call tracking methods
  - Database

- Spreadsheet
- Data capture sheets
- Support material
  - Market updates
  - Listing updates
  - Location based prices and rents
  - Sales results
  - Buyer requirements
  - Supply and demand
- Database simplicity and accuracy
  - Quick entry
  - Up to date information
- Initial property facts to gather
  - Type
  - Location
  - Size
  - Tenant mix
  - Vacancies
  - Requirements
  - History of ownership
  - Pressures or challenges

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