



# **The Only (Best) Way to Build Your Territory**

A Step-by-Step Guide to Increasing Sales and Leasing  
Success

# Introduction

- Realize you are an interruption when prospecting
- Be comfortable with being an interruption to succeed in sales and leasing
- Be direct, professional, and consistent in your prospecting efforts
- Build work systems around effective prospecting strategies
- Self-confidence and positive attitude are essential tools for prospecting



# The Polite Agent Myth

- Polite agents are often considered poor agents
- A degree of 'pushing' is required in getting to the right people and into the right property situations
- Challenges faced with prospects blocking access to decision-makers
- Focus on finding your own clients instead of relying on others



# Territory Formula

- Identify your strengths and differentiators in the industry
- Create a profile of real prospects who can benefit from your strengths
- Advertise, cold call, and market your strengths daily to attract prospects
- Sell your property listing or services only in 'face to face' interactions



# Be a Marketer and a Businessperson

- Understand the importance of being a marketer in the industry
- Identify your agency's strengths and know your competitors' strengths
- Get specific and nuanced with the properties and services you offer
- Create a written profile of your target audience to attract more deals



## Focus on the Right Prospects

- Avoid believing that 'everyone is your prospect'
- Focus only on the people likely to want what you offer
- Increase your closing ratio by targeting the right prospects
- Running out of momentum due to a lack of focus is a common mistake



# Advertise and Connect

- Don't underestimate the power of advertising
- Cold calling, emailing, and mailing are all forms of advertising
- Advertise your real estate strengths to attract interested prospects
- Sell and close deals by helping prospects see how you can fulfill their needs



# Selling to Interested Prospects

- Sell to prospects who have already shown interest in your offer
- Focus on helping them see and believe you can fulfill their desires
- Build your territory on a strong foundation and plan
- Long-term sales and leasing success require doing it correctly





# Developing a System

- Choose the right system that takes you forward
- Become a professional agent with a solid system in place
- Learn from your results and experiences
- Don't rely on 'dumb' advice from peers and partners
- Develop a system that aligns with your strengths and goals



# Building Your Territory

- Build your territory on a strong foundation for long-term success
- Follow the step-by-step formula to increase market share
- Advertise, connect, sell, and close deals effectively
- Ensure your territory is built on a solid plan and strategy



## IMPORTANT INFORMATION

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