

Territory Growth

Commercial Agent Plan

01

Define Your Territory Area

Where is your 'A' zone(s) for most of your new business activities? **Define it.**

Define Your Client Types

Set your preferred client types and targets so you can create better connections with the right people. **Tune it.**

02

03

What Do Your Clients Need?

You have to be a specialist in something to 'sell' yourself, and then be better than your competition. **What are you skilled at?**

What is Your Personal Marketing Plan?

Put some clarity into what you can do each day when connecting to more new people. **Why should people use you?**

04

05

Connect and Refresh - 90 Days

Most of the progress in commercial real estate will come from ongoing contact. Contact all the people in your list every 90 days