

# Creating your Sales Canvass Plan



<https://commercial-realestate-training.com>





## *Select Your Choices from these Slides*

- The sales canvassing plan for your real estate business can be created from the topics and choices herein.

# Where do you start?

## points of difference

- your personal advantages
- your brokerage brand
- your listing marketing approach

## territory

- precincts
- streets
- suburbs
- important buildings

# Client Types #1

- Client types
  - groups
    - buyers
    - sellers
    - business owners
    - investors
    - existing property owners
    - franchise groups
    - developers



# Client Types #2

- Client types
  - location
  - VIPs
  - Investors
  - Business owners
  - Developers
  - Franchise groups
  - Property owners



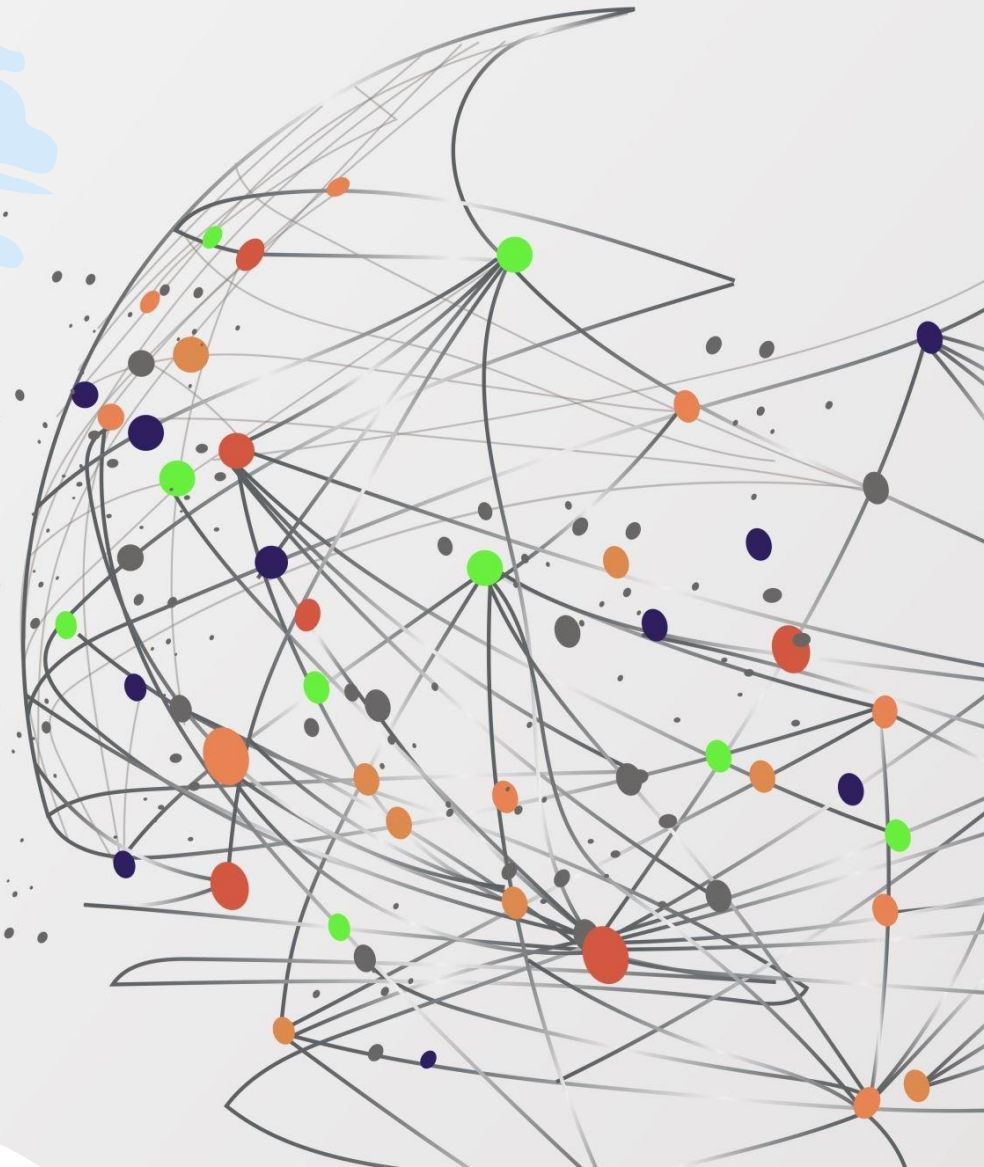


# Services You Can Offer?

- Services choices
  - sales
  - leasing
  - property management
  - land
  - projects
  - office
  - industrial
  - retail



# Creating your Sales Canvass Plan - Matrix



# Marketing Plan

- Marketing plan
  - property types
  - client types
  - targeted properties
  - listings
  - agent level





# Targeted Listings

- Targeted listings
  - particular properties
  - particular clients
  - particular locations
  - by property type
  - VIPs



# Database # 1

- Database
  - coverage
  - segmentation
    - buyers
    - sellers
    - landlords
    - tenants
      - LIST
    - franchise groups
      - LIST





# Database #2

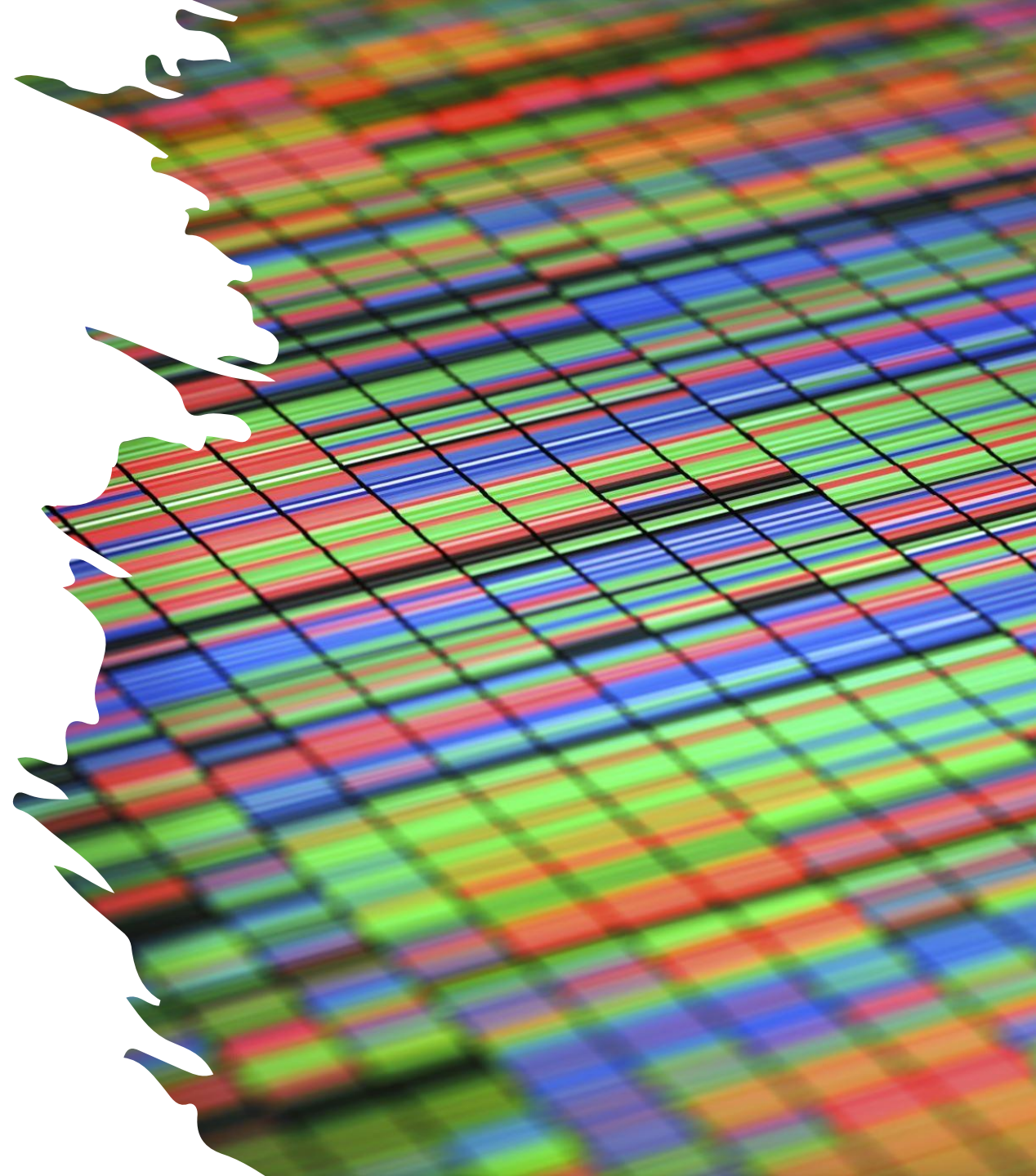
- Database
  - business owners
    - LIST
  - locations
  - budgets
  - timings
  - property types
- accuracy
- churn factors
- data entry





# Database #3

- Database
  - exporting of data
  - finding people and situations through filters





# Personal Marketing #1

- Personal marketing plan
  - outbound calls
  - email blasts
  - creating a website
    - wordpress
    - blogger
  - webinars
  - podcasts
  - videos
  - networking other professionals



# Personal Marketing #2

- Personal marketing plan
  - listing updates
  - specific client types
  - specific buildings
  - industry segments or groups
  - written articles posted online
  - market updates
    - via email
    - via PDF
    - via mail



# Personal Marketing #3

- Personal marketing plan
  - social media
    - linkedin
    - facebook
    - instagram
  - blog articles
  - case studies
    - recent sales
    - recent listings
  - editorials about listings or properties





# Personal Marketing #4

- Personal marketing plan
  - door knocking
    - businesses
    - by street
    - by building
    - by suburb
  - local area coverage





# Using the local facts

- Local market evidence
  - prices
  - rents
  - supply and demand
  - new projects







## Print this article

- <https://commercial-realestate-training.com/boost-your-sales-game-unleashing-the-power-of-a-checklist/>

## IMPORTANT INFORMATION

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- Are urged to undertake further studies into legislation and practices that apply in their location.*

This is another quality resource from the Commercial Real Estate Training Online Series. Contact us below:

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