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Make This Sale Now

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John Highman, Author,
Speaker, and Coach

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Sales, Leasing

Make This Sale or Listing Now

Have you ever heard the saying, 'Get this listing now' in commercial real estate? I remember the first time I heard it and thought it was unusual.

In questioning the idea, someone suggested that I should mentally clearly declare my listing or meeting "intention" to myself, and that is before making a phone call or before creating a live in-person prospecting contact.

I thought, "We'll, yeah, OK, this DOES make sense" I should have thought of this before."

So, I tried it the next time I had phone calls to make on some leads. Here's what happened.



Command Yourself Forward

I told myself I would do my best during the call to help my prospect find compelling reasons to list or meet with me. I had to demonstrate to my prospective client that doing business with me and utilising my unique property services and ideas would provide tremendous value. The man listened and then was astounded.

I had prepared outstanding comments and ideas that I could use as the discussion progressed. I was ready for the other person's questions, comments, and concerns. Preparation propelled my company and me forward faster than anything else.

So, what exactly happened here? I went from having difficulty making phone appointments to closing most of my call leads to meetings and obtaining more high-value listings and property assignments.

As anyone who has ever started a real estate business knows, those first few listings, transactions, and prospecting calls are some of the hardest-fought battles. Hard fought because the competition you are fighting against is usually yourself. You are struggling with your thoughts, actions, and habits. You are trying to change what you are thinking and doing. You know you should do something particular but are struggling with it. Everyone has that problem to work through as part of commercial real estate today. The sooner you work through it, the better things can be for you and your real estate business.

What can you learn from this? Communication skills aren't the only thing you need to succeed in real estate prospecting, selling, leasing, and closing. Communication skills are only one aspect of it. How you tune your thinking during the process is an important factor in your success as an agent, if not the most important.



Work Intentionally and Directly

So, the next time you're about to make prospecting calls or contact someone about a listing, a negotiation, or a deal, declare your intention to yourself. Be very clear about what you're doing and why. Command yourself explicitly to do exactly what you want while being your best. You'll be pleasantly surprised by the results. Daily practise will also help with this.

Listen to yourself if you discover that your mind or knowledge lacks some of the sales techniques required to perform at your best. Your subconscious is sending you a message.

Begin some self-reprogramming and skill development. It just takes practise, and you are the only one who can do it. Top agents frequently practise getting the best conversations, property situations, and negotiations started. Are you willing to go through with it?

ACTION IDEAS

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10.



IMPORTANT INFORMATION

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- Must not alter their position or refrain from doing so in reliance upon this material; and*
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<http://commercial-realestate-training.com>
info@commercial-realestate-training.com

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