

5 Essential Sales Keys

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Sales



Commercial Real
Estate Online

SALES - LEASING - PROPERTY MANAGEMENT



Confidence is the Key

- A business friend of mine told me once how he liked my philosophy of not 'sucking-up' in commercial real estate to get more sales and win more listings. I couldn't agree more.
- Be confident and show the confidence in all that you do.



Confidence vs. Ego

- In saying this, do not cross the boundary between confidence and ego, as there are many false or big ego's in the industry with people that are not much 'chop' on the skills and knowledge scale.
- The clients can usually see it and will drop you fast.
- You need a balance of everything offered on a professional basis
- Package yourself and your services

Change Attitude

- My attitude towards commercial real estate shifted massively for the better when I got sick and tired of all the sucking up going on, and decided to sell, list, negotiate, and do all the business confidently on my own terms.
- Here's a short list of the strategies that I adopted that allowed me to avoid 'sucking up' to make more sales and listings:



Declare - 1

- **Declare Your Expertise:** You must know specifically what you and your company are good at and who will perceive you that way.
- This applies whether you are a commercial sales rep or a real estate business owner yourself.
- Decide how you are positioned in Sales, Leasing, and Property Management skills
- Know what to say and cover in all skill bases
- Involve others in your team if necessary



Prove - 2

- **Prove Yourself:** You must demonstrate and show proof that are worth what you say you are in commercial real estate sales and leasing, and that you can deliver on your promises.
- Customer case studies, stories, and testimonials can serve to do this very well.
- Online integration with articles, blogs, social media, and press releases
- Direct marketing with calls, meetings, frequency of contact, and relevant contact



High Value - 3

- **Be High Value, Not Low Cost:** A low commission is not a sustainable advantage.
- No marketing fees is not a sustainable advantage
- People want good value, and most will put out extra money for it when value is truly there.



Expertise - 4

- **Market Your Expertise:** Get your message out to potential prospects via as much media as your prospects watch, read, and listen to.
- Ads, mail, phone calls, email, blogs, letters, brochures, meetings etc.
- Get them to find out about you and come to you when they are in need of sales and or leasing assistance.
- Be their first choice to solve the problem that they have.



Have them Sell to You - 5

- **Make Prospects Sell You on them:** With interested prospects coming to you, you must then entice people to sell you on why you should select them as a client or customer in solving the property problem that they have.
- Your services are offered only to the right people
- Be prepared to walk away
- Don't waste your time

Summary



Confidence



Connections



Market relevance



Expertise



Knowledge



Engagement



Coverage



End Section

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