

# Getting to the Close Faster



**‘Commercial Real Estate’ Series — [www.commercial-realestate-training.com](http://www.commercial-realestate-training.com)**

What I am going to say here is something that might seem a bit obvious today to some commercial real estate salespeople, although it is surprising how it is under-utilised or forgotten in the market place today.

I am going to talk about how you can close the deals faster so that you do not waste your precious time. To do that, I will give you a tool to help you with the process of closing the deal.

It's important that you read the obvious statement following and that you then read what I have to say after that. Then you should consider your actions at the moment in the deals that you do.

So here goes...

*People make decisions in their minds first.*

Yes, that's obvious you might say. But how do they do that and how can you use it to close your listings or sales and leasing deals?

## Mental Processes

The mental decision processes in commercial real estate sales and leasing is whole bunch of things to the prospect. It's pictures. It's words, dialogue, and self-talk. It's feelings and sensations that they get from you and the deal or property offering.

When someone is evaluating and deciding whether or not to take up your offering or services, they make pictures, sounds, dialogue, feelings, and other analysis stuff all in their heads. Their head is the 'central processing unit' (CPU) for human decision processes and the deal. Unless you can control or influence their 'CPU' thinking processes, the outcome will not be productive and the deal will escape you.

Here's the important part for you...

*The more someone creates a positive "image" in their mind of actually using your commercial property offering or service, the more likely they are to want it or to lease or buy it.*

That's what people do. That's why you must get control of their thinking processes as you talk with them. To do this you should tell a story or two of relevance from someone else (a client) who has used your commercial real estate services and properties to great and relevant success. You need to tell the story of how the property problem was solved.

When assessing your sales pitch, the prospects are "trying on for size" you, your offering, and your property service. A good property related story will help direct that thinking process of the prospect.

That is why all deals ultimately happen in an instant. In that instant the prospect can easily see a match between what they need and what you have got to offer. It is also why poor selling cycles can be so painfully long for so many inexperienced commercial real estate sales people. The inexperienced salesperson usually attempts to sell or lease with little connection of relevant stories with the prospect.

## Instantaneous Decisions

The buying decision occurs in an instant with the prospect. It occurs in the instant that the prospect can see how they can get their primary property needs and wants met easily and effectively by using your property listings or services. You must help them with the picture. A great story does this.

This process takes too long during many commercial real estate sales and leasing situations because so many sales people just don't know how to help their prospects create the right mental experience of their property needs and methods of resolve. **You must be a great story teller to be a great salesperson.**

So to get the prospect to the point in the sale faster, there is one simple thing that you can do:

*Find out what your prospect wants in detail, exactly, and then tell them, using their own words, precisely how they can get just what they want using your stuff. Paint the picture for them with a story and place them in it. Get them to think about driving on to the property and walking up to the front door. Briefly hand them the keys during the property inspection to let them open the front door as 'leverage' to the story.*

When you use their words, give them the contact experience of the property, and then you show them just what they need using a relevant story, they can imagine getting their own wants met efficiently and effectively. At this point the property sale or lease deal is almost closed.

## Is it a Match for Them?

If you have done all this and you can see that the prospect is not matched to what you are saying, then you know that it's time to move on.

This strategy drastically cuts down the time it takes to close a sale, lease, or listing. It also ratchets up your closing rate because you stop wasting time on people problems you cannot solve. Selling or leasing property does not have to be hard. Drop the sales pitch and become a 'story teller'. Your prospects will listen to you more and not feel that they are being 'sold'.

## Who is Better?

What do you do when your prospects can get the same property service that you offer from your competition at a lower price, rental, or commission?

You sell the value of a superior relationship that you provide and demonstrate it by gaining a deeper understanding of your prospect's wants and fears than the other competition agents are doing.

When people feel understood, they bond with you, and want you to help them. Price or commission becomes less of an issue, or even disappears completely, because they perceive a higher likelihood of getting their wants fulfilled with you in a more timely fashion and with less drama.

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