

Getting Your Prospecting on Autopilot

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set for

SUCCESS

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Your Two Main Activities for Success in Commercial Real Estate

- ☀ **Identifying Your Ideal Prospects to Begin Working With**
- ☀ **Getting These Prospects to Work With You Exclusively**

The 9 Important Components of Your Ideal Brokerage System

- ☀ **Prospecting**
- ☀ **Mailing**
- ☀ **Appointments**
- ☀ **Exclusive Agreements**
- ☀ **Transactions**
- ☀ **People Skills**
- ☀ **Building Relationships**
- ☀ **Referrals**
- ☀ **Continuing Education and Training**

Why Don't Agents Prospect?

- ☼ **Fear and Intimidation**
- ☼ **Fear of Rejection**
- ☼ **Believing their own excuses that doing other activities is more important**
- ☼ **Not understanding how much money this is costing them**

Power Prospecting

- ☀ **Involves building relationships with owners and managers of real estate portfolios**
- ☀ **Solidifying relationships with existing clients owning multiple properties**
- ☀ **High-Level Socializing**

Signs That Your Prospecting Can Be Improved

- ☼ **After years in the business, you're still doing a lot of cold calling, not warm calling**
- ☼ **You're finding people and companies who have requirements, but after it's too late to begin working with them**
- ☼ **You hear about transactions closing that you never even knew were happening**

The Components of a Great Mailing Campaign

- ✦ **Sending Quality, Professional-Looking Mailers**
- ✦ **Providing Information That Is Helpful and Informative**
- ✦ **Including a Photo of Yourself in Every Mailer You Send**
- ✦ **Mailing Twice a Month**

Improving Your Prospecting

- ✪ **Write down 1-3 ways that you would like to begin improving your prospecting in your real estate business right now**

Implementing These Prospecting Ideas Into Your Business

- ⦿ **What is the biggest obstacle that will get in the way of you making these changes?**
- ⦿ **How will you overcome this obstacle and make sure you implement these changes?**
- ⦿ **What will you do in the next 7 days to integrate these new changes into your real estate business?**

Contact Information

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