




Engaging the Prospect


*Presented to KAAR
November 13, 2018*

Blaine Strickland, CCIM


H. Blaine Strickland

- Formal education in RE
- Florida broker since 1979
- Large employers:
 - CBRE / Lincoln Property Company / CNL
- Personal ventures:
 - Remora Partners, Sonata Health Care, HBS Resources
- Instructor: UF, UNC, CCIM
- Author: *Thrive: Ten Prescriptions for Exceptional Performance as a Commercial Real Estate Agent*



Engaging the Prospect

1. Preparing to make a strong first impression
2. Effective face-to-face meetings
3. Memorable phone calls
4. Result oriented emails




Preparing to make a strong first impression





A strong first impression

1

- Avail yourself of background information



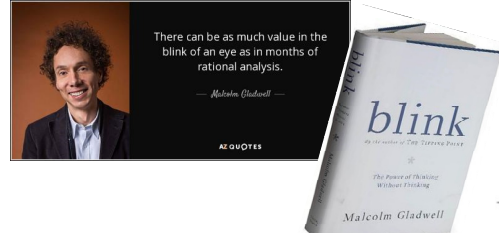
467,000,000 members!



A strong first impression

1


- Avail yourself of background information
- **Blink** – decisions made very quickly



There can be as much value in the blink of an eye as in months of rational analysis.

— Malcolm Gladwell —

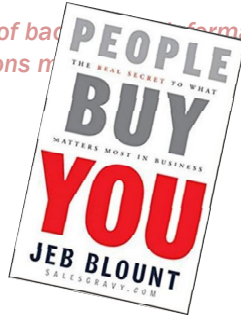
ALQUOTES



A strong first impression

1

- Avail yourself of background information
- Blink – decisions made very quickly
- It's about you



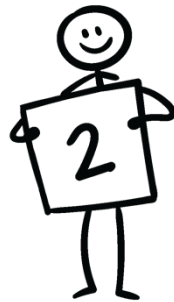
A strong first impression

1

- Avail yourself of background information
- Blink – decisions made very quickly
- It's about you
- It's not about you



Effective face-to-face meetings



Effective face-to-face meetings

2

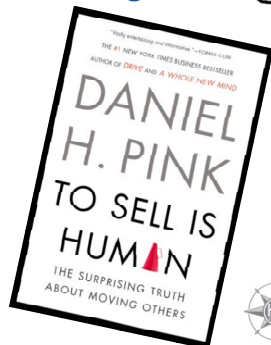
1. The basics – eye contact, open arms
2. Develop and use an effective introduction
3. Collect, say and use their name
4. To sell is human



Effective face-to-face meetings

2

4. To Sell is Human
 - Mirroring
 - Light touch
 - "Yes, and..."



Memorable phone calls



Memorable phone calls

3

1. Sit up – in front of a mirror
2. Opening introduction ends with a question
3. Is now a good time
4. Be sensitive to the time clock



How can I respond more effectively?

3

1. Sit up – in front of a mirror



How can I respond more effectively?

3

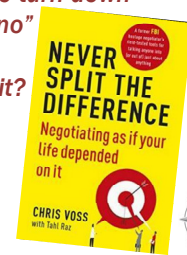
2. Opening introduction ends with a question
 - I'm Bill Jensen
 - I'm with Archer Realty
 - Are you familiar with our company?



How can I respond more effectively?

3

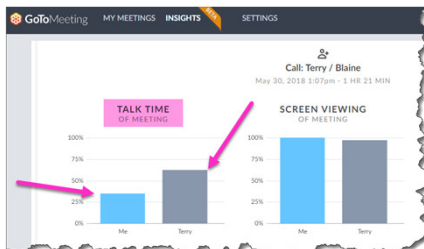
3. Is now a good time?
 - Eileen: too friendly to turn down
 - Chris Voss: enable "no"
 - This isn't a good time to talk, is it?



How can I respond more effectively?

3

4. Be sensitive to the time clock



Result oriented emails



Result oriented emails

4

Corporate Contact
HELP & SUPPORT | Help Center | Knowledge Base | Community | Contact Support

Average Industry Rates for Email as of April 2018
Article: 000005409
Updated: May 24, 2018

As of April 2018:

| Business Type | Open Rate (Total) | Mobile Open Rate | Tablet Open Rate | Desktop Open Rate | Click-Through Rate | Bounce Rate | Unsubscribe Rate |
|---------------|-------------------|------------------|------------------|-------------------|--------------------|-------------|------------------|
| Real Estate | 16.86% | 54.25% | 8.69% | 60.42% | 5.76% | 12.60% | 0.02% |

Result oriented emails

4

Enhancements to consider:

1. *The title line*
2. *Sending at the best time*
3. *Ask a question / prompt an action*
4. *Thank you*

What questions do you have?

**16 ideas
4 books
Most meaningful?**

Handling Objections
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Thanks for participating!