



Commercial Presentations

‘Commercial Real Estate’ series — www.commercial-real-estate.net.au

Sales and Leasing Presentations

Consider how your presentations measure up?

Your skill at presenting your commercial real estate service is foundational on your success in the industry. Most listing opportunities are competitive events and involve an average of 3 agents all chasing the same listing. For this reason you need to assess and continually review how you connect with the client and sell your services.

Consider these questions:

1. How effectively do you present your Commercial product or service?
2. How good are you at giving your prospects a show they'll never forget?
3. Do you present you, your organisation and service in the best light?
4. How do you differentiate yourself as someone that the client needs?
5. What is the core reason that someone will chose you and your business to list the property?
6. What makes you better than the rest in the presentation?

In the final analysis, your ability to present what you have got or can do in Commercial Real Estate must make you stand out from the crowd as someone the client needs.

The need of the client is the central part of the equation and in all cases you should be identifying as early as possible the main need that the client has. In some cases it is not overly obvious and is hard to get to and define. Questions are the key to opening the door. For this reason many agents will have a preliminary meeting with the client before they design and submit the proposal that they think the client needs. In this way they shape and make the proposal target the key issues that the client seems to need addressed. Let's take a look at ten real-world, practical, how-to-do-it ways to present what you have most effectively in Commercial Real Estate. Here they are:

- Be absolutely, 100% sure that your presentation integrates seamlessly to precisely the way your prospects want to apply your service or solution to solve a problem, meet a need, be more efficient, save money, or achieve what they want.

- Make sure your presentation requires no mental leap in terms of clarity, understanding and simplicity.
- Don't expect your prospect to be involved in problem or puzzle solving – keep it simple. Use a question and answer format.
- Engage your prospect physically, emotionally and psychologically. Let them see, feel, hold and experience your offering. Allow them to experience and emotionally engage your product or service.
- Help them to take mental ownership. Tell a story of success and relevance.
- Allow your prospect to experience or see a sample of your service or property offering. In fact, offer it as an option.
- Ask feedback questions to ensure that your prospect is listening, engaged and involved. Questions like....."How does this look?", "What do you think?", "How does this feel to you?", and "How are we doing so far?" are great questions.
- Minimise the number of features and benefits you present. In fact, the fewer the better but make sure that they are relevant to the clients need. When people are confused they take no action on anything – including making a purchase or a decision!
- Create value for your offering that far exceeds the price or commission that you will be asking for the sale. Never be tempted to present your commission or price for service until you have created sufficient value for it.
- Allow the prospect to experience the single, primary benefit that they are seeking over and over again. Build the link into your conversation as the main point of focus.
- Approach it from varying angles, perspectives and directives. But always go back to the same theme.
- Address the correct emotion that drives your service – pride, profit, pleasure, peace of mind, imitation or recognition.
- Create a mental picture with phrases like "When you do this you will experience _____," or "As you proceed with this process, _____ will be the result."
- Don't assume your prospect understands the value, application or use of your service. Just because you say something, doesn't mean that someone else grasps it. Be absolutely sure that your prospects fully buy into the power and value of what you sell and understand it completely.

Presentation time is 'show time'; however, you need to understand one thing. Stage Shows require preparation, rehearsal, detail and planning. So do your commercial listing presentations. You will not suddenly rise to the occasion and make a great presentation without good planning.

A fantastic presentation is a function of lots of things. Things like

- pre-call planning,
- asking the right questions,
- giving good answers

- telling relevant stories
- personal presentation
- positioning in the room
- simple yet directed proposals
- good illustrations
- value for money
- testimonials
- market knowledge
- ways to serve the client
- communication and connection skills

The answers you give your prospects must be delivered well and provide good, solid product knowledge, a practiced, professional delivery. Any sales tools you use must be relevant and you must know how to use them with exceptional skill.

Good points of focus in a great commercial real estate presentation include:

1. Innovation in the ways of marketing the lease or the sale
2. Pricing and rent structures are provided that offer solid reason
3. Fall back structures are offered that the client can use when the deal is being considered
4. Sources of solid enquiry such as databases are integrated into the marketing
5. Modern internet marketing methods are provided and optimised in a unique way
6. All methods of sale or lease are explained but the best choice is recommended with logical reasons to proceed.
7. Target markets are defined and explained
8. Any challenges and concerns of the client such as price, rent, and timing are solidly addressed and understood by all concerned.

Yes, it is show time. But it is not an isolated event. An effective presentation is simply part of the process. And it is not a canned, standard, memorised script. Instead, it is dynamic, engaging and productive. Effective presentations are at the core of effective sales. They are also where the tire hits the road. Don't let yours go flat! If it does, so will your income.

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