

30-DAY PROSPECTING PLAN

Identify, Plan, and Write More Lessor's Risk Accounts

Day 1: Set a goal.

How many contacts are you going to reach out to on a daily basis? You might get one lead for every 25 contacts you make. How much business do you plan to write this month? Work backwards to define how many contacts you will need to reach out to in order to reach your business goals.

Day 2: Schedule "prospecting" into your daily schedule.

Now that you know the number of contacts you need to reach out to, it is important to schedule the time for these interactions. You need to make an appointment with yourself each day and practice self-discipline. How are you going to reach your prospects? The amount of time you will need to schedule in your day for prospecting will vary based on whether you plan to contact your prospects via in-person visits versus phone calls.

Prospecting takes time, but it is time well spent. Do not schedule 10 minutes a day and expect results. Prospecting is one of those tasks where "what you put in is what you get out."

Days 3-5: Identify your target.

Is there a specific area/perimeter you want to focus on? Are apartment complexes or businesses more appealing for your business? For Lessor's Risk accounts, you will want to target the property owner of the buildings. Hint: reaching out to tenants can help you identify the owners. Types of activities that take place within the building might determine your target as well. Do you want to focus on hair salons or the local college bars? Do you want to speak with the owner of a local strip mall or the owner of a 500-square-foot building that leases to a floral shop? These are the types of questions and scenarios you'll need to answer to determine your target.

Days 6-10: Determine where you are going to find your contacts.

You might have a list of a few contacts, but you'll want to use referrals to gather more information on possible contacts. The following are some sources for referrals:

- Commercial Realtors
- Mortgage Brokers
- Apartment Complex Managers
- Existing Clients
- Internet Leads
- Chamber of Commerce Directories

Don't count out cold calling and cold walking as a source for contacts and leads. You will want to do this strategically so you are not calling a person who has no background in commercial property. Attend networking events, reach out to past and future clients via LinkedIn, and find connections. If you can help others make a connection, they will be more likely in the future to refer you to a connection and possible client as well.

Also, don't forget to thank your referral sources with a hand-written note or a small gift and keep them updated on your progress with their referral. They are much more likely to refer to you again if they know their referrals are being well taken care of.

Days 11-25: Start prospecting.

Today's the day. You have your contacts or list of referrals, and it's time to hit the ground running. Don't stop prospecting. You might contact 100 people a week and only receive 10 leads, but it's time well spent if you convert at least 1 or 2 leads into customers.

Days 26-30: Evaluate and track your efforts.

Again, don't stop prospecting. You should be prospecting every day, but you also need to start evaluating your contacts' responses, your time efficiency, your success rate in targeted areas, etc., in order to adapt your efforts. How many leads are you getting from your contacts? How many leads are you converting to customers? Reevaluate your plan. Maybe you need to contact more or fewer leads. You might need to pull some time away from cold calling to delegate more time toward monitoring your social media or attending networking events. Determine what is working for your prospecting efforts and what is not, and plan accordingly for the next 30 days.