

PROSPECT FOR PROFIT

To prevent procrastination and ensure you will have a steady stream of new clients flowing into your office, you need a prospecting plan that you work day in and day out.

By G. M. Filisko article published in Realtor Magazine

"Every top sales associate in this country spends one to four hours a day generating new leads," says Walter Sanford, owner of [Sanford Systems and Strategies](#), a coaching and training company in Kankakee, Ill. "If you don't do that, get out of the business."

Tough talk, yes, but Sanford speaks the truth about the power of prospecting. It's the lifeblood of your business, even in good markets. And in the slower sales environment of 2008, prospecting is essential if you want a steady flow of clients. Yet, there's no task that causes even a gung-ho salesperson to pale faster than an afternoon of prospecting.

"Prospecting is hard work, which is why most sales associates don't want to do it," says Dirk Zeller, a coach and CEO of [Real Estate Champions](#) in Bend, Ore. "But it's the most profitable way to generate revenue because you're primarily investing your time."

To prevent procrastination and help ensure you'll have a steady stream of new clients flowing into your office, you need a prospecting plan that you work day in and day out. You need to know whom you'll prospect, what you'll say to them, and when and where you'll make your calls.

It all takes time, patience, and discipline, but the rewards are worth the effort. "In 2007, 16 of my 19 personal coaching clients had the best year they've ever had," says Zeller. "They were significantly up in production, and that's the result of an effective system of prospecting and lead generation."

The good news is that creating a workable prospecting plan is easier than you think. Here are some simple steps to get those leads flowing.