

The Daily Communicator™

Real Estate Sales StrategiesThat Work

The Dos and Don'ts of Communicating with the New Customer

The purpose of good communication is to understand and anticipate the needs of you current and potential customers. E-mail is most likely the biggest advance the Internet has provided to better manage and communicate to buyers and sellers.

E-mail is a killer application. It is unquestionably the most widely used application on the Internet and has been the main driving force in the growth of the Internet over the last few years. It has already become the number one communication device in the U.S., surpassing both faxes and telephones. In a recent survey 78% of consumers ranked permission based e-mail as their preferred method of communication, ahead of postal mail, in-person sales and telemarketing calls.

E-mail has significantly evolved and is no longer seen as just a simple communication tool, it has become a dynamic proactive marketing tool that can help you and your company business grow significantly.

The goal is to consistently place your name in front of potential customers without frustrating or irritating them. The last thing you wish to do is to be considered as junk mail and to have your message discarded before it is even read.

As this is most likely the first communication you have with this individual, you need to establish credibility as quickly as possible. Who are you? Why are you sending this e-mail? Why should they read it? What is the value? Focus on your target market and focus on what you offer. Clearly outline the reason for the e-mail in the subject line. Also make sure that you address in the body of the e-mail as many of the possible questions or concerns as possible.

Remember that, although you might have targeted the right person with right product, they may still not buy. The timing may not be right or the person may just delete your e-mail. E-mails are easy to send and just as easy to delete. That is a fact of life. Concisely articulate why he should do business with you. Remember, just like with traditional business, you still need to earn it.

Next, entice the person to action. The purpose is to get people to use your services, so offer them something as an incentive to contact you, be it a free informative neighborhood newsletter, an area price watch, or invite them to go to your Web site to get further information ; be creative.

E-mail is an extremely valuable communication tool but it can easily be abused if used carelessly or too frequently. Learn to use it wisely. Learn to use it effectively. Learn to use it regularly. Become comfortable with it.

Basic Etiquette

When communicating with a new e-consumer (buyers or sellers) it is critical that you understand the power of e-mail, follow certain basic e-mail etiquette and optimize the power it offers:

- Watch your words – once in print they are hard to withdraw.
- KISS principle – keep it simple and short.
- Check your spelling.
- Use digital signatures and provide your contact details.
- Don't write flame e-mails – cool down first, count to 10.

Management

Have you taken notice of how much e-mail you deal with on a daily basis? If you are receiving over 100 e-mails a day, it will become a major time burden if not correctly managed. You must learn to manage your e-mails. Here are a few general tips to remember:

- This is an additional communication channel.
- Manage the message.
- The Internet is part of the “now generation” so reply timely.
- Use filters and automatic filing features.
- Stop forwarding jokes and chain letters.

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