



Selling Voice Successfully in the Real Estate Vertical

Know the prospect

The real estate industry tends to be reactive—they're focused on solving problems and challenges, not chasing new innovations.



Understand their needs

Pain points and challenges

- **Mobility:** Agents are constantly on the move
- **Phone number privacy:** Agents often move from agency to agency, and masking personal cell numbers helps prevent them from stealing prospects
- **Budgeting:** Firms are cost-sensitive and want to avoid variable costs month to month

Key requirements

- Cost
- Simplicity and reliability
- Mobility for agents on the move to keep client information off personal cell phones
- Automated attendants
- Call recording
- White-glove support

Navigate key decision-makers

General advertising can work, but connections, referrals, and networking to get warm introductions are critical in this vertical. A relationship with one firm can be a springboard to others, especially if they have affiliated or sister/spin-off organizations. Consider getting creative in this area. For example, one reseller cultivated a relationship with a property manager who focused on hospitality businesses and paid him a commission on closed deals from customer meetings he facilitated.

The decision-maker will range from office manager to owner. Depending on the specific company and the individual involved, the time frame to close a deal can sometimes be quick—as fast as on the second visit.

Communicate relevant value

- Focus on the ease of use and reliability of the solution
- Demonstrate cost-efficiency and provide options for cost savings
- Understand the third-party systems they currently use and speak about how they can be integrated
- Discuss the level of support and attention they'll receive from you—particularly in contrast to larger vendors
- Demonstrate your voice domain expertise
- Offer references for other real estate businesses you work with

Here are some specific capabilities to highlight:

- Rock-solid call quality
- Mobile app that supports remote work and protects cell number privacy
- Ability to easily shift call routing between offices, for example during holidays
- SMS capabilities they can use for internal operations and new business generation
- Call Centers help focus on features that are most relevant to the prospect



Create compelling packaging and pricing

Many real estate firms are looking for a one-stop-shop that can deliver cost savings and efficiency. Packages of bundled services with predictable pricing will be particularly appealing to this audience, especially if they can consolidate and streamline the vendors they need to work with. The more you can include in a single solution—including cabling as well as other types of services you might offer such as firewall, video, faxing, surveillance systems, etc.—the more you can set yourself apart.

With these tips, you will be able to have a relevant and differentiated conversation with prospects in the real estate vertical.