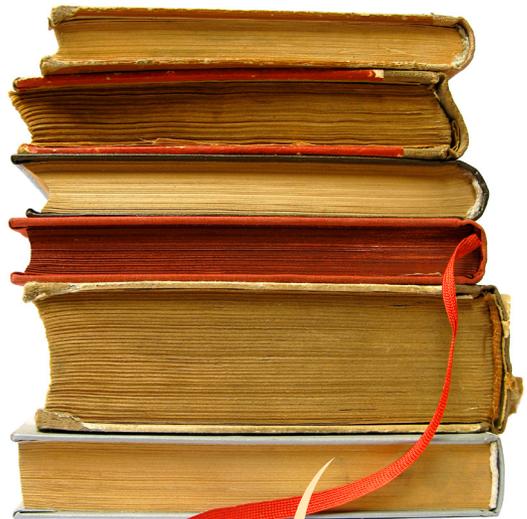




富贵事业教战手册

NV Business Development Handbook

Chapter 2: The Handbook of Personal Sales Strategies



富貴  NIRVANA

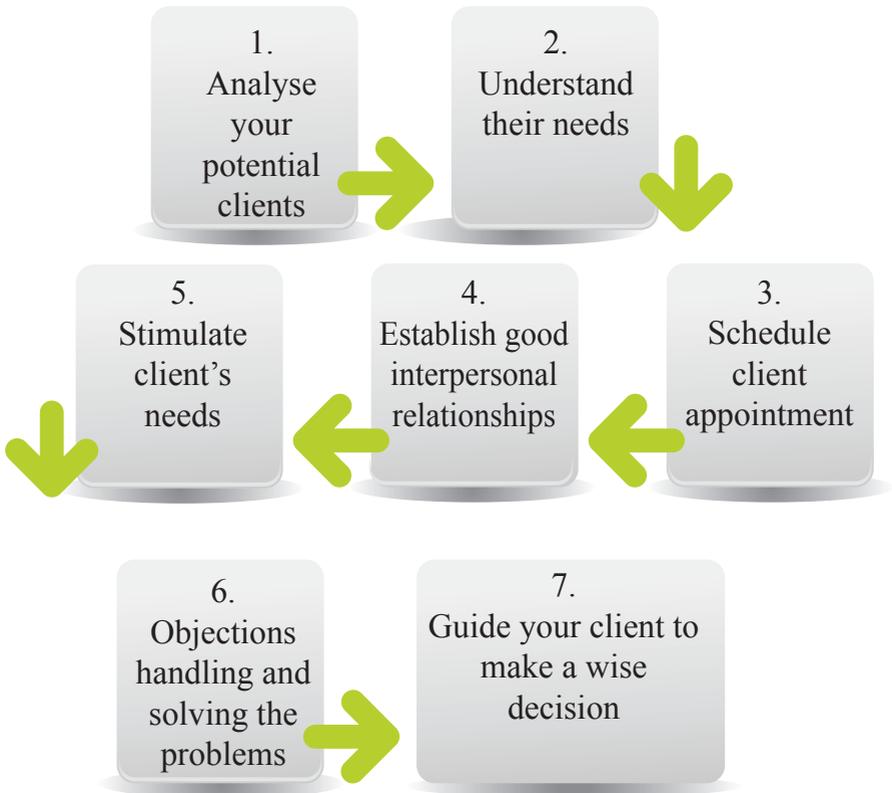
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Walking Out of the Shadows of Zero Sales During Transitional Period

A discouraging sales performance is seemingly destined to affect any profession at the beginning. Worse, for some, it's the zero-sales embarrassment. Don't panic, it's just a transitional period where you build your foundation up. The focus revolves around honing your selling skills and brushing up your professional knowledge of the products and services. Treat each failure as part of your learning curve that tests your patience and persistence as you strive for the better and the best. Mentally, you need to accept the uphill challenges and adapt to such adversities in the first place. As you mature your skills over time, the sky is the limit.



The 7 Steps of Generating Sales for Newcomers



1. Analyse Your Potential Clients

➔ Prospecting For Your Ideal 3A Clients

- ✓ A1 - Those with the buying power or financially capable in one way or another (well-to-do individuals)

- ✓ A2 - Those empowered to have the final say

- ✓ A3 - Those who trust you

➔ List Out Your Ideal 3A Clients Name List (Example)

Name	Contact No	Buying Power	Decision Power	Trusted You	Level
Alex Fung	012-xxxxx67	✓	✓	✓	Level A
Bernard Tan	012-xxxxx43	✓		✓	Level B
Carmen Wong	019-xxxxx38		✓	✓	Level B
David Chan	016-xxxxx90	✓			Level C
Edmund Sim	012-xxxxx70		✓		Level C
Gina Yap	018-xxxxx21		✓	✓	Level B

2. Understand Their Needs

When interacting with the prospective clients, salesperson need to pay close attention to the former's body language to seek out important leads that may directly help determine the “buying signal” or imply a “warning signal”.

It's the desire to own something that motivates one to seek further understanding of that 'something'. Therefore, we need to take a closer look at the psychology of human behaviors towards decision-making in any purchase..



→ The Psychological Processes That Influence Consumer Buying Behavior

These following 3 stages are built upon the foundation of interpersonal relationship between salespeople and their potential clients.

Action

“Good! You have reminded me of what I should do. And, I have decided to take up your offer.”
(Action!)

Confidence

“I have my trust in you and I believe my decision is right!”

Desire

“I want it, but.....”

Interest

“I think you are right, it’s worth considering”

Reject

“I have never thought of buying it. Even if I change my mind, I may not be buying it from you!”

Defensive

“salesperson are just being pushy. They just want to persuade me into rushing my decision. They just want my money!”

If you reach this stage, you have at least 50% success rate in the bag.

→ Identify the Buying Signal



1. Focus

Look out for the eye expressions of your prospective clients. Are those eye expressions focusing on you and the products and services you are trying to enlighten them on? If they are, your prospective clients are getting interested in what you are sharing and this sends a very positive buying signal to you. On the other hand, if your prospective clients are unconcerned with what you are presenting, they seem to be absent-minded with their eyes looking to all directions aimlessly.



2. Questions

People who are interested in your propositions tend to raise certain questions relevant to the products and services, such as the pros and cons of different scenarios. Salespeople must be ready all the time to answer such doubts with their professional knowledge of what they are selling. And how good you handle their queries will determine the likely ‘buying signal’ that follows.



3. Body language

Observe the body language of your potential clients closely. Do they appear to be in the silent mode or pondering over certain matters? If they do, this means they are carrying out some sort of inner assessment of certain things that will decide their buying decision later on. There is no need to press the panic button simply because your potential clients are pondering in silence. Just be patient and wait for them to raise doubts over whatever they stumble on. Now watch out for the brow expression. If their brows burrow or they just keep switching their sitting positions in repetition, this is a ‘warning signal’ that tells that they are rejecting your propositions.



4. Making requests

When your prospective clients are making requests for better payment terms and more convenient payment methods, seize this occasion by the forelock! This is because the very action of your potential clients suggests a strong “buying signal” right up to 99%!



3. Schedule Customer Visits

One of the most important agendas on every salesperson's checklist is customer visits! Make it on a regular basis. This serves as a golden avenue for extending your personalised service to your clients. Discipline yourself by visiting a minimum number of clients each day, based on the geographical zoning. Once you have scheduled a visit, fine-tune your preparation prior to the visit.

Preparing for a customer visit

1. Planning

Selling Nirvana products and services requires a certain amount of homework and diligence. Focus on how you can sell yourself in every situation and highlight the concept and importance of pre-planning the final journey of life. Never engage the products and services eagerly.

One of the secrets to a successful meeting lies in your opening remarks. Remember, what is well begun is half done! It's your responsibility to leave a long-lasting impression to your clients that you always come well prepared.

2. Personal grooming

The thin line between success and failure in any customer visit 90% of the time rests with the first impression you etch onto the mind of your clients. Putting on the appropriate clothing and official uniform is always a good way to project a good personal and corporate image. You are responsible for living up to the professionalism you are bound to, including the code of conduct of the company you represent and the corporate culture.

For men, a Western Suit with tie is most appropriate. For women, go for formal female business-wear that makes you look equally neat and tidy.

3. Personal details of your prospects

As a well-trained salesperson, you need to know a number of things about your prospective clients to make life easier for you. Your checklist includes not only their characters, academic background, standard of living, hobbies, social engagement circle, distinguished traits, names of their close friends, but also their proud and distressing things such as moving to a new house, marriage, welcoming newborns into their family, children's university admission tests, work stress, daily life stress, insomnia, poor health, etc. If you have a good grasp of the personal background and history of your potential clients, you have better, easier and more interesting ways to engage them.

4. Preparing the right tools

An excellent salesperson always equips himself or herself with a comprehensive set of sales tools to win the battle.

Fully make use of your sales kit to reduce your labour cost by 50% while increasing your success rate and sales volume by at least 10%! Your competent sales tools must include product and service handbooks, corporate communication materials, price list, promotional items, business cards, calculator, notebook, fountain pen, etc.

➔ Tailor-Make A Personal Sales Kit Based on the Following Suggestions:
(It can be either in the form of a hardcopy or softcopy)

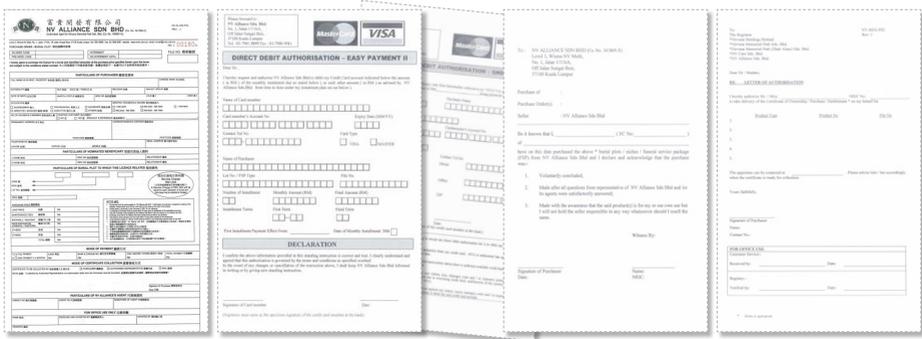
1. The overview of Nirvana and accolades



2. Pictures of products and services and business flyers



3. Sales Contract (Agreement) Documents and Other Relevant Forms



4. Detailed payment schemes and terms

Your recommendation of the most appropriate product and service proposition and instalment plan is based on the financial ability of your client.

Product's Installment Plan

	NVL	NV MAJESTIC
地价 Land Price	61,800	235,800
永久维修与管理 Land Maintenance & Service Fee	4,000	12,000
后墙 Back wall	4,700	15,000
产品总值 Product price	70,000	262,800
首期付款 20% Down payment 20%	14,000	52,560
余额 Balance	56,000	210,240
简易付款 36期 Easy Payment 36 mths	1 st - 35 th mths 1,556 36 th mths 1,540	1 st - 35 th mths 5,840 36 th mths 5,840
简易付款 24期 Easy Payment 24 mths	1 st - 23 th mths 2,334 24 th mths 2,318	1 st - 23 th mths 8,760 24 th mths 8,760
简易付款 12期 Easy Payment 12 mths	1 st - 11 th mths 4,667 12 th mths 4,663	1 st - 11 th mths 17,520 12 th mths 17,520

* Prices & calculation at below are for reference only

4. Establish Good Interpersonal Relationships

An ideal communication model is built upon mutual understanding and thinking, and sense of empathy.

‘Sense and sensibility’ is the best sales technique, according to marketing and psychology gurus. The moment you hit the sweet spot of your prospective client, the battle is half won!



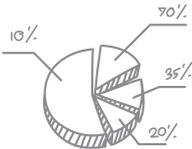
→ The 4 Secrets in Winning the Hearts of Your Prospective Clients



1. Prepare your conversation topics in advance, **DILIGENTLY**

Be prepared to meet all kinds of people in the sales profession. Having this mind, you must be prepared to delve into a wide spectrum of conversation topics. The following 30 subjects are possibly the most talked about topics for your reference:

Weather, seasons, holidays, 'how are things going', special occasions, hobbies, fellow citizens, classmates, counterparts, news, human nature, travels, food, birthdays, experiences, legends, traditions, natural disasters, TV shows, family, movies, companies, automobiles, health, economy, art, skills, likings, names, seniors, work, fashion, personal background, home living and daily affairs.



2. Pick on the topics that delight your clients

The rule of thumb is pure and simple. Choose the topics that your clients are interested in, not the ones that appeal to you only.

3. Lend an ear to what your clients are saying

Never be absent-minded when your clients are speaking. Worse, don't interrupt their conversation audaciously or talk their ear off annoyingly. The more you prevent your clients from voicing their opinions, the more annoyance you are causing.



4. Relieve their mind of troubling thoughts

Some clients tend to vent their grievances to whoever they find. In this situation, you need to find a way to cut in and change the topic so that you can relieve them of their troubling thoughts. Unlock their anxiety with topics that cheer them up!

5. Stimulate the Latent Needs of Your Clients

- ➔ Most of the time, consumer needs can be stimulated or induced.
- ➔ Given the fact that in reality sign 80% of your prospective clients do not show any clear buying signal when you first approach them, you really need to take the initiative to lead them into a bigger picture that stimulates and induces their mind to embrace new things in life. Having created a latent needs, you need to push it to a desired demand to really make things happen.
- ➔ Fully make use of your professional knowledge to help your prospective clients make a right choice. Follow these useful steps:

1. Lead your clients into identifying the problems

2. Stimulate their needs

3. Turn their demands into specifics

4. Guide them through the likely solutions

5. Furnish them with key information

6. How to Handle Sales Objections?

The most important factor that decides the “**success or failure**” of a sales proposition lies in.....?



→ What do “Sales Objections” Really Mean?

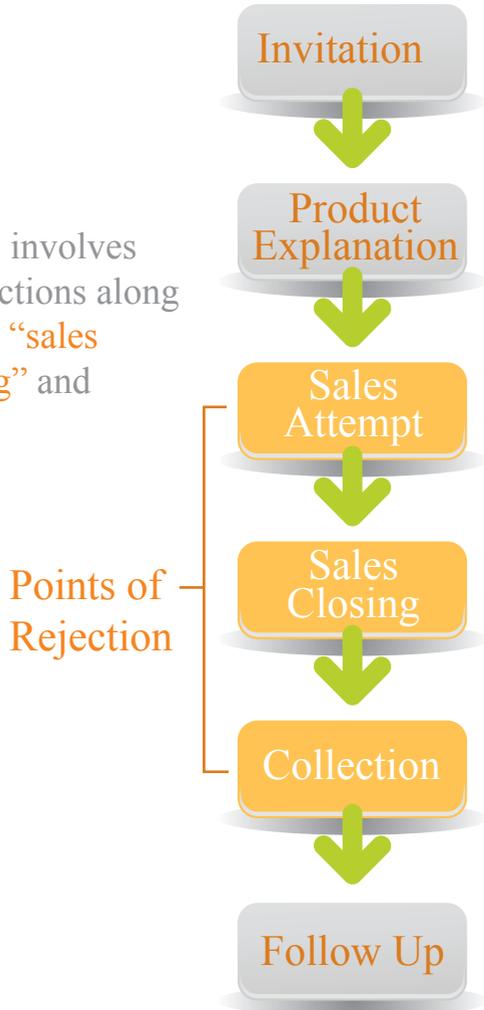
90% of the time they are just one of those lame excuses to say no to you.
The real stumbling blocks behind are:

1. You have yet to convince me of my needs
2. I don't want to make a wrong decision
3. I don't have enough money
4. You are trying to impress me but you are not there yet
5. I don't have the capacity to make decisions
6. Religious considerations



➔ Points of Rejection in Sales

A normal sales process involves certain anticipated rejections along the way such as during “sales attempt”, “sales closing” and “collection”.



➔ The Process of Handling Objection

Agreed

1

Ask for Opinion

2

Re-explain

3

Satisfaction

4

Close Deal

5



7. Guide Your Prospects to “Making A Wise Decision”



- A “truthful” product/ service introduction
- Adopt “a gutsy approach” when it’s time to tell your prospects to engage the buying mode
- The charm (magic) of “choose one between the two options”
- Establish a truth that the products and services present a lot of “benefits”
- Every dime spent is “good value for money”
- Formulate a professional solution to “pre-planning the final journey of life”
- Utilize the event crowd to stimulate the “must buy” desire
- Throw promotional specials to hype up the “you cannot afford to miss it” opportunity
- Leverage the power of others to build up a positive momentum

→ The 10 Secrets of Successful Selling Skill:

1. Listen, talk and understand MORE about the attributes of each product
2. Be passionate about your profession
3. Do your homework
4. Choose the appropriate time and venue
5. Uphold the philosophy of “customer first”
6. Truthfully explain the pros and cons of each choice
7. Solve the anxiety of your prospects with a caring heart
8. Apply your marketing tools properly
9. Never tarnish the reputation of the industry
10. Be bold to lead your prospects into buying mode



The Formula of Successful Sales Process

- Listen Listen attentively to the demands of your prospects
- Watch Observe the way they talk and behave
- Ask Feel free to ask for their views
- List List down the names of your prospective customers
- Invite Invite them over for a site visit
- Guide Guide them through the process of decision-making
- Persuade Convince them to take up the offer
- Follow-up Perseverance will win you the deal in the end



Psychology of Success Selling

1. Be **concerned** about your customers. Share important information with them. Never be consumed by sales profit.
2. This is an ethical career, generating merits in life, for you and your clients.
3. Market your product from a psychological standpoint where your prospects have a true intent to buy it.
4. Respect and accept rejection, **POSITIVELY**.
5. When it's time to back out, just let it go.
6. Embrace the philosophy of “**failure is the mother of all successes**”.

Success depends on the
Speed of your **Action**

