



Chapter 8: Handbook of the Sales Techniques

The biggest market for sales personnel is from their respective network, irregardless of who we meet, it's only through sharing with our prospects, continuously, can we enhance our chance of closing the deal.



富贵 NIRVANA

Opening up the “Nirvana” topics among relatives, friends or strangers is both challenging and tricky. Just when you think you are about to engage it, it seem like you have a bone in your throat. Try the following three tactics to get you started:

**Act 1**

Let's run it up the flagpole and see if anyone salutes it

**Act 2**

Throw a sprat to catch a mackerel

**Act 3**

Get straight to the point



Act 1

Let's run it up the flagpole and see if anyone salutes it

Have you ever been to Nirvana Memorial Park?



YES

Great! And which attractions have you seen in particular?



NO

Oh dear, what a shame! Are you aware that there are people who flaunt Nirvana Memorial Park during holiday seasons? No worries, let me arrange for you a very special day tour to Nirvana Memorial Park.



Act 2

Throw a sprat to catch a mackerel

Have you ever wondered why
the rich gets richer and the
poor gets poorer?



YES

Because they know
how to get the best
out of a good
Fengshui!

Since you are
already aware of
this, why don't you
allow yourself to
get a better life?



NO

Rich people believe in
Fengshui and so they
hire Fengshui masters
to scout for the best
possible 'Sheng Ji'
plots, to bring
prosperity to posterity.



Act 3

Get straight to the point

Now would you grab the opportunity to ward off the bad vibes and boost prosperity and longevity?



I WANT !

Is there a way to achieve it?

Of course! Haven't you heard about the 'Sheng Ji' installation?

'Sheng Ji' installation involves a very specific ritual, governed by one's birth data and 'Bazi', which places an urn containing one's fingernails and hair at a particular Fengshui inspired spot.



I DON'T WANT !

Don't you wish for your family to prosper? When opportunity knocks on your door, just answer it!

Sales Pitch for Selling Niche Unit



Selling niches for cinerary urns is no ordinary business. You need to highlight the distinctive features behind what you are selling:

- 1. The quality of materials used
- 2. Space usage
- 3. The different levels of niches

1. The quality of materials used

The key structure of our columbarium is made of high-quality aluminium magnesium alloy that works against humidity, rust and fire (200 - 300 degrees). Although Malaysia is generally safe from earthquake, the toughness of this material is able to withstand earthquake up to magnitude 7 - 8.

In this very demanding world, how wise is it to go for a columbarium made of concrete or wooden materials? As long as you can afford it, why not go for the best from Nirvana?



2. Space usage

Most of the columbarium out there are either designed in such a gloomy setting or constrained by narrow spaces. Expect a huge difference at Nirvana. The wide walkways provide comfortable spaces for the visitors and to top it off are the relaxing chairs for great comfort. In addition, all the niches are designed with a special little spot for placing memorabilia in remembrance of your loved ones.



3. The significance of stratified niches

9 The Ninth (9) stratum glorifies its residents with the grandeur of an ‘imperial setting’, being at the top like an emperor, who is the most revered figure.

8 The Eighth (8) stratum indicates the unmistakable homophone of ‘fatt’ (prosperity) and everyone loves it!

7 The Seventh (7) stratum sits on the ‘sightline’ of the Buddha statue. This warms the sweet spot of those devout Buddhists.

6 The Sixth (6) stratum is just above the ‘eye level’, which suggests our ancestors command a good view of us from atop.

5 The Fifth (5) stratum fits snugly into the ‘eye level’, given its height. This is a very sellable layer.

4 The Fourth (4) stratum is also known as Level 3A. ‘3A’ carries a homophone of ‘desire’. Take Level 3A No. 98 for instance. It implies ‘the moment you think of a fortune, you get it’.

3 The Third (3) stratum is the ‘wealth spot’ because of its waist-height angle. The belly is where the navel located and in the Hokkien dialect, the ‘Toh Chai’ homophone connotes a belly full of wealth!

2 The Second (2) stratum connotes filial piety. The very design of this section makes kneeling during veneration a remarkable experience. It is a ‘godly setting’ that reveres your ancestors as some sort of divine figures.

1 The First (1) stratum belongs to the much-sought-after Fengshui designation. It harnesses ‘chi’ (qi) and hence the best choice for ‘Sheng Ji’ installation.

Sales Pitch for Selling Burial Plot

How to attract potential buyers' interest in Nirvana's Burial Plot?

- ➔ 1. A majestic, superb Fengshui-inspired environment
- ➔ 2. The presence of stratified landform or topography
- ➔ 3. Indications of approaching change of weather

1. A majestic, superb Fengshui-inspired environment

Surrounded by layers of mountains with plenty of delightful views over undulating countryside
 Regardless of what direction you look at, you are pleasantly greeted with a wavy mountain outline, with Nirvana Memorial Park right smack in the middle!

An environment conducive to 'Chi' (Qi) gathering
 The picturesque Nirvana Memorial Park nestles in the middle of the entire setting and this gives rise to the accumulation of good 'Chi' (Qi), regardless of the wind directions.

Layers of mountains
 From Fengshui presence of favourable climatic, geographical and human factors all at once. Fengshui masters favour such environment as a spiritual sanctuary that would bring prosperity to posterity for up to at least three generations! Fengshui and Nirvana Memorial Park has all of them in a natural setting!



2. The Presence of Stratified Landform or Topography

Low ground: One of the key benefits for units located in the low ground is ease of accessibility. Mr. Lee, higher grounds pose physical challenge to funeral arrangements especially transportation. The good thing about lower grounds is that it offers a hassle-free experience throughout.

Middle ground (If high ground units are sold out): Not everyone is capable of handling the ‘lonely at the top’ feelings, just as the saying goes. Now if you take a good look at the middle ground units, you will notice that they offer plenty of space for scaling greater heights. One of the key advantages lies in the very location of the middle ground units. There are guardians in the front on the lower ground while the backing comes from behind through the higher ground. Sitting here means attracting prosperity from all directions, including from top to bottom and vice versa. What an auspicious setting!

High ground: Residents of the high ground set themselves above the masses, both physically and spiritually. Even the emperors of the ancient times valued the significance of resting on a high ground. For them, sitting high up simply means commanding superiority over their troops, generals and ministers. Mr. Lee, imagine that thousands of troops are saluting you in such an epic grandeur! You are simply a regal and awe-inspiring figure!

3. Indications of Approaching Change of weather



It's a fine day with a gentle kiss of a cool breeze caressing the skin

It was windless as we arrived, but calming breezes are greeting us as soon as you set foot on this particular spot. This goes to show that some sort of destiny has brought you to this well-blessed land!



Look at the sun, it's shining brightly!

What a sunny day bubbling with excitement and enthusiasm! The sun is casting its golden rays all over the land and this gives you a clear vision to make a good choice. This is certainly an auspicious day for you to choose a fortunate resting place blessed with superb Fengshui.



A cool overcast sky that just feels good!

Mr. Lee, let me tell you one thing. Most of the time when I took my clients to the memorial park, it was a real scorcher! The good news is that today it just feels good because you are gracing the memorial park with a magical aura of coolness, thanks to the overcast sky with refreshing breezes. This is certainly a wonderful day to make a good choice in such a comfortable setting. Please, bear in mind that not everyone has this kind of 'good fortune' as you do. When luck strikes on your door, you just grab it with both hands!



Lovely drizzle and refreshing breezes

Wow, Mr. Lee, you are such a lucky charm! Rain can sometimes be the most elusive visitor to the memorial park. But today, your arrival delights all of us with a refreshing drizzle and cool breeze. In Fengshui, 'water' means the wealth luck. This is a most opportune time to reward yourself with a Fengshui-inspired resting place that boosts prosperity.



The calm after the storm

Mr. Lee, look at the serenity and clarity after the storm. Can't you feel the evocative smell of a fresh rain? It's so sweet and powerful. Now take a good look at this burial land. Isn't it wonderful?

Sales Pitch for Selling *Baby Paradise*

How to attract potential buyers' interest in Baby Paradise?

- 1. Implying Rationality
- 2. Implying Sentimental Attachment
- 3. Case Study

1. Implying Rationality

- Different people carry different personalities. Take lovers for example. Some could just break up without hurting each other's feelings while others would keep hounding their exes. Worse, there are some who threaten to kill their exes in a breakup.
- The same applies to the infant spirits – Some seek out for a new 'living' opportunity while others remain attached to the soul of their parents. And some reluctant souls choose the path of vengeance.
- Regardless of the circumstances, being a responsible parent, it's your duty to seek peace of mind through the 'Baby Paradise'. Now with only RM105 a month for the much needed peace of mind, every effort is worth it!



2. Implying Sentimental Attachment

- A friend of mine suffered a difficult labour and had to make a choice between her and the unborn child. The couple decided to forego the unborn child in an effort to save the mother. Unfortunately, that was just the beginning of a series of nightmares. She kept dreaming of her unborn child, who emerged with piteous cries all the time. Such psychological torture was wearing down the parents amid countless sleepless nights.
- The good news is that after a strong encouragement by me and with only RM105 a month, their suffering was over. Thanks to Nirvana's 'Baby Paradise' spiritual package, they could kiss goodbye to being haunted by the piteous sobs and sleep through the night. Such a spiritual relief is so priceless.
- Isn't this a desirable outcome that you have been wishing for? Now, just endorse on this form and hand me your identity card and credit card so that I can duly complete the paperwork for you.

3. Case Sharing

- One of my friends looked pale and drawn at one point. She even sported a dark nasal bridge. Worse, nothing seemed to go right, including her family matters.
- On a visit to a temple, the shaman (spirit medium) told her that she was being haunted by some infant spirit. She admitted finally that she had an abortion before.
- Upon learning her story, I strongly encouraged her to place her faith in Nirvana's Baby Paradise package. With only RM105 a month, she started to enjoy a better life in her career and family ever since.
- Don't you wish for such a wonderful solution to your spiritual enmity? Doubt no more, just endorse here and hand me your identity card and credit card for peace of mind!

Sales Pitch for Cold Market

1.

Good day, I am a friend of Mr. Wang. I came to know him last year through a service I provided him for his father's funeral. He holds you in high regard all the time and in his heart, you are such Mr. Nice Guy. I am just done meeting a customer and on my way back home, I would like to stop by and say hello to you.

2.

Mr. Wang, your car looks so elegant and gorgeous! You have been maintaining your car so well. You are the man who loves his car. I believe the same goes for your family, of course. Now I have a special proposition that lets you show your love and care towards your parents, spouse and children and wonder if you'd be interested in it?

3.

Mr Wang, you seem to be living a hectic life running up and down, driven by your ever expanding business. Congratulations! Undoubtedly, we work so hard to improve our lives and for the future of our children and our retirement. The question is that how many of us have ever thought of leaving this world without worries? The good news is that we can always prepare in advance when we are still capable of doing so for the sake of ourselves, our spouses and children, in anticipation of the day when we have to leave this world. Advance planning allows for our spouses and children to embrace the unfortunate event with better preparedness while reducing their burden.

4.

We work so hard for a better life with most of our money going into supporting the ever increasing living cost. Sadly, the money we could save in the bank might not be sufficient to take care of an unfortunate event when it really matters most. The good news is that I have a better proposition that outperforms your savings in the bank.

5.

Mr. Wang, you have a spare tyre in your car and a fire extinguisher in your office for emergency use, in the event of a flat and fire. We thought of this simply because the consequences of both events can be life threatening and unbearable. And for added peace of mind, we had to prepare in advance by equipping our cars and offices with spare tyres and fire extinguishers, in response to an unfortunate event. Now being a husband, father and a responsible man with love and care for his family, what have you done for them?

6.

Mr. Zhang, the way you carry yourself and your accomplishment are such an admiration to most people. Allow me to seek your advice on a few things. Pardon my blunt statement of fact that given your current well-respected status, the money you earn will one day be passed down to your children and only god knows how good they are at managing wealth. Have you ever thought of how much you should keep for yourself in anticipation of an unfortunate event? Now I have a very special plan that can be tailor-made to suit your requirements for your added peace of mind in the event of an unavoidable, unfortunate eventuality.

7.

Mr. Zhang, there are three things that we fear most in life. The first being the loss of our parents when we are young; secondly it's the loss of our spouses into our middle age; and lastly, the loss of our children when are old. As a young, aspiring and obedient man, filial piety comes first in your family. From the pocket money to little presents you give to your parents, it goes to show how you care about your parents. Now there is one important thing that really matters in the event of an unfortunate eventuality – that's a pre-planned final journey for your parents so that they could leave this world with peace of mind. Chinese society places great emphasis on filial piety simply because it's the core of the Chinese culture. Don't you want to see your children and the future generations inherit such a noble cultural legacy?

Sales Pitch for Handling Objection

Let me think about it first. Do I really need such a big and nice resting place?

Others don't need it, but you do, Mr. Chen! Now ask yourself this question: Do I need a big car and bungalow?

The point is that the resting place you are going to own is your real asset for good! Whatever you have now is not yours anymore when you leave this world!

Buying or not buying, it won't affect your business cash flow anyway. What else is there to consider Mr. Chen?

1.

I have a lot of expenses to take care of at the moment and this will only further burden me.

Put it in a positive perspective – It's not increasing your burden, it's telling you to undertake a responsibility to equip yourself with a necessity that lasts forever.

The hard work you are putting in today will result in lesser family pain and vice versa. So, what's your obvious choice?

2.

I cannot afford it

Mr. Chen, we only shun those luxury goods simply because we cannot afford them. But for Nirvana's products, they are not considered luxury goods. They are necessities. In fact all of us need them. It's something like a must-have. Get it now for a cheaper rate or regret paying a lot higher in the future!

3.

I am still young and I don't need it

You can liken Nirvana's products to an umbrella. It's meant for that particular occasion when it matters most. One thing for sure is that you are going to need it at the end of the day. It's just a matter of time. In fact, everyone needs a Nirvana product. It's just a matter of 'when'. What you mean by 'I don't need it's only confusing you with a taboo subject. What you believe now is a taboo subject that you cannot run away from when the time comes! So, just get real and face it.

4.

I am healthy and I just don't need it for now

I used to think like you, but as I explored deeper into Nirvana's propositions, I realised that healthy people need Nirvana's products most when they still have a bright mind to make a good choice. And better still, you can buy Nirvana's products for both yourself and your spouse or parents. Don't wait until it's too late when you are no longer capable, financially or physically.

A good health is what everyone would go after. But no one can guarantee you that your health would remain unaffected over time. In fact, God creates us in different physical attributes, normally and abnormally. Although you are careful enough with your health and safety, there are so many unexpected external factors beyond your control that cause undesirable uncertainties in life. Interestingly, the sequence of 'birth-old age-illness-death' is not a rigid law of nature. Death may come in many forms and unexpected ways.

5.

富貴 NIRVANA

Talk to me some time later!

Forget about expensive clothing and go for more affordable alternatives. If you can't afford a fancy villa, an average apartment is good to go. A brand-new imported car may seem to be just a dream, ride a second-hand car or motorbike to get you from one point to another. However, Nirvana's products are one of a kind! If you miss the boat, there's only one possibility in the future – prices getting higher and higher due to land scarcity. This will incur more pain in the pockets of your spouse and children, and the kind of energy and effort that they must endure to make a choice for you in the event of your death. Is that worth it?

6.

I would rather keep my money in the bank

Mr. Wang, there is a big difference between spending your money on Nirvana's products and keeping it in the bank or tying up with insurance. Let me enlighten you on this:

Subject	Nirvana	Bank	Insurance Company
Payment	Very minimal over a long term	Quite substantial over a long term	Moderate over middle or long term
Returns	High (personal)	Low	High (beneficiaries)
Funeral Arrangements	Excellent service	No	No
Prosperity for posterity	Resting place with thriving Fengshui	No	No

7.

There's no need to rush it. I would rather invest my money in something else than Nirvana.

Mr. Chen you have a valid point to prove. No doubt about it. What is going to amaze you is that there are so many people who place their trust in Nirvana year in, year out. Of course they know about the alternative investments that promise certain encouraging returns. Yet, they still have faith in Nirvana's products, after all. The reason is that they know how to work around a simple mathematic equation. Owning a piece of Nirvana's offerings requires just a fraction of your wealth, not your entire wealth. Investing and funeral pre-planning are two totally different matters. It's something like why buying insurance beforehand is of paramount importance. This is simply because we don't wait for something to happen, then only we crack it out for a solution.

8.

I intend to get one for my parents, but I need to discuss with my siblings

I think they might say no to your goodwill gesture, using the same old golden excuse of 'wait till it happens then only we decide'. They might not have the concept of 'pre-planning' imprinted in their mind yet. Moreover, if they say yes, there's a sum of money to fork out among themselves. The good news is that Nirvana products are 'transferable'. This simply means the future resting place you buy now can be used to house anyone, not necessarily the intended user. For example, if one of your relatives passes away and is urgently in need of a final resting place, feel free to make the transfer, based on the current market price.

9.

How much discount can I get from you?

Nirvana's products are both distinctive and intriguing at the same time. Owning a piece of them means inspiring prosperity and longevity into your life. Asking for a discount would suggest exactly the opposite. How about I present you a 'long life' angpow instead!

10.

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