



CREDAI-MCHI
May 4th 2020

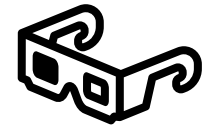
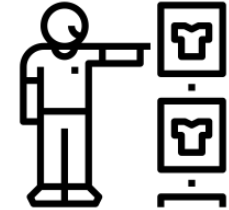
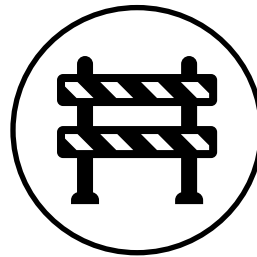
Agenda

- Need for Gel Tell Sell
- Using this buyer interaction method

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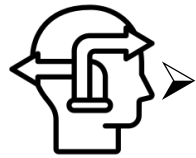
Need for Gel Tell Sell

Lockdown impact on buyer thought





➤ Prospective buyer is at home - Unsure of the outside world



➤ He is not sure about real estate



➤ Best way to communicate an 'offer' or 'deal' to him

Gel

Objective is rapport building.
Calming down the nerves.

Tell

Objective is sharing unbiased information on market.
Increase awareness level.

Sell

Propose & close period-specific schemes.
Talking about right time of investing.

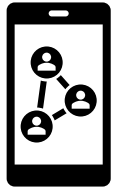
Challenge number 1



➤ Prospective buyer is at home - Unsure of the outside world



Work from
home



Verified & unverified information
on social media



Social distancing / being
alienated from normal routines



Media coverage of the pandemic



Anxiety /
Information
fatigue



General
distrust

Gel up with the buyer!

- Making first contact with buyer post the lockdown.
- Ask about buyer and his family's well-being.
- Re-establishing rapport ensures that buyer does not see it as a sales call.



- **How's the situation at your location**/hometown?
- It's better to be safe than sorry. In fact, **all our employees are working from home.**
- **Are you are working from home** Mr... / Ms...?
- I can understand, no one anticipated the situation like this.
- **We are getting in touch with our clients** just to know if everything's fine with them.

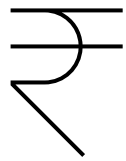
Challenge number 2



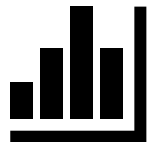
➤ Prospective buyer is not sure about real estate



Work on sites



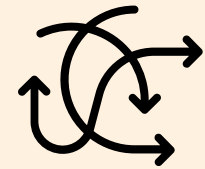
Doubts on Return on investment



Absence of right information



Where to
invest?



Confusion



**Decision
dilemma**

Tell (share) the right information!



- Discuss unbiased industry / economy / micro market scenarios.
 - Intent here is to share viewpoints, reports, project info like 3D layouts and AVs.
 - Buyer sees the advantages of investing in real estate.
-
- Start with '**Did you see the news** about ____ (Any current topic on economic scenario)'
 - We can use this downtime to **evaluate what investments are better suited in longer run.**
 - **Your decision** to consider **my project is quite right.**
 - Let me send a very good audio visual of the project.
 - you can take a **more informed & quick decision** once the lockdown lifts.

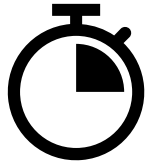
Challenge number 3



➤ Best way to communicate an 'offer' or 'deal' to a buyer



A good deal



Timing of investment



Logic of returns



Safety of hard earned money



No harm in
waiting



Deferred
decision

Sell the benefit!



- Make a sales proposition which is a limited period offer.
 - Show advantage of the lockdown period offers, online payment system.
 - Close / Get LOIs (Letter of Intent), Token amount; alternately get them prepped up to close the moment lockdown is over.
- One should **buy when sentiments are low**, the same principle is applicable to real estate purchase also.
 - **I know you have your doubts** but please allow me to share the offer with you.
 - **Emphasize the financial benefit**. Limit the benefit statements – **Only stick to the key ones**.
 - **Once normal business resumes**, this offer will never come again.



Q & A

Thank you

