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WEBINAR

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CREDAI-MCHI Webinar: Key to the Lockdown – Episode 20 Presented by Deceuninck India and Godavari Paints Episode : 19

Date: 4th May,2020 (Monday)

Timing: 11:00 am

Venue: Zoom video Meetings

Topic: "Gel-Tell-Sell" Sales Training

Speakers: Gaurav Mathur- Deputy Vice President – Learning & Development - ANAROCK Property Consultants Private Limited

Moderator: Mr Tejas Vyas

Mr. Tejas Vyas, welcomed and introduced Mr. Gaurav Mathur, Deputy Vice President, Learning and Development, Anarock Property Consultant Private Limited.

Mr. Gaurav Mathur :

What are the impacts on our buyers, What we were doing 40 days back?

We are going out for shopping, restaurants, movies with family as a daily part of life. This is not happening is the biggest problem. Even we cannot go to nearest market. We all have different domestic workers as per our requirements at home, now this is not there in the past one month.

- 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

What is Gel, Tell, Sell

GEL : Object is rapport building. Calming down the nerves

You contact customer, build your repo, it has a bigger role when you built relationship with customer or getting reestablishes, calming down the nerves

Challenge Number 1

Prospective buyer is at home – unsure of the outside world

- Verified & unverified information on social media
- Social distancing/ being alienated from normal routines
- Media coverage of the pandemic
- Anxiety and fatigue on information comes, and this is where the challenge come, the result comes out on general distrust, this is not the right time, and would like to wait, he would not like to talk about anything

Handling this challenge

GEL Up 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

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How handle clients

- How is the situation at your location
- understanding and telling him that he maintains rules & regulation to ensure that everyone is safe
- Are they working from home
- Getting touch with clients – just to know everything fine with them

TELL : Objective is sharing unbiased information in market. Increase awareness level.

Challenge number 2

Prospective buyer is not sure about real estate – Where to Invest?

- Work on sites
- Doubts on return on investment
- Absence of right information
- Need to share the information and resolve the confusion level, decision dilemma

Handling this challenge

TELL (Share) the right information

- Discuss unbiased industry/ economy/ micro market scenarios.
- Intent here is to share viewpoints, reports, project into like 3D layout and AVs.
- Buyer sees the advantages of investing in real estate

How handles clients

- Start with Did you see the news about current economy
- 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 and quick decision once the lockdown lifts

Sell : Propose & close period – specific schemes. Talking about right time of investment

- Best way to communicate an 'offer' or 'deal' to buyer
- Timing of investment
- Logic of returns
- Safety of hard earned money

Handling this challenge

SELL the benefit

- Make a sales proposition which is a limited period offer
- Show advantage of the lockdown period offers, online payment system
- Close /Gel LOIs (letter of intents), Token amount, alternately get them prepped up to close the moment lockdown is over

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How to clients

- One should buy when sentiments are low, the same principle is applicable to real estate purchase also
- I know you have you doubts but people 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

Q. Client who had visited the site and wanted to booked but due Covid, now they have changed their decision and they need some time ?

Ans : Buyer has its right to say that he need to wait after lockdown, understand. Where we have already used our GEL-& TELL, we need to ask precisely what is stopping you and why you want to wait? They will ask question, provide them right information. They may ask to visit site; no problem invite them.

Q. Information we share: what are the probability tools that we can share, apart from the information of the project ?

Ans : Most important the buyers need to give confidence , that overall market is been portrayed, we need to reassure them and share information apart from your project , all this information give confidence to buyers

Q. What are the choice of words that should be used ?

Ans : Get into the shoes of your buyers, I admire your patience, please share your tips, positivity, we need to appreciate them at this environment.

Q. Many times the buyer denies to talk, so what can be done ?

Ans : Now the buyers has a time initially engage buyer on phone calls, Use technology tools like emails, messages, zoom calls once you gel with the buyer. Ask them what they would like to have in their homes.

Q. Can we start cold calling at present ?

Ans : No harm ,when we are doing cold calling, where you can talk about something else , this is not a sale call. Just generalise it with your buyers.

Q. Can GEL-TELL-SELL technique used for channel partners ?

Ans: Yes, as they are a big part of the process, it can be used for them also.

Q. What is the time gap to call your buyers ?

Ans. If you are empathizing there is no fix time gap, these are vulnerable times. Many of are techniques are not working in these times. Time may differ by each customer. You can send a follow up message.

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Q. If Customer asks for lowering the price , how to tackle such situation?

Ans : Right of information, when we share logic information. Explain the buyer why the prices would not go down.

Q. Is that any filtration you do on the GEL technique

Ans: Notification is based on market, based on ticket size, as a seller we need to segregate our funnel stages on our calls.

Q. Before lockdown, that our project would be delivered, but now we have to push our deadline ahead, how do we handle

Ans: Being honest is the best way in the present situation, you have to sound logical to your buyers and there is a logic behind it.

Q. Can we move this Gel-Tell-Sell technique to all kinds of projects from luxury to ultra-luxury to affordable mid project?

Ans: This could be use wherever there is high ticket item. Anywhere there is high ticket purchase this method can be used.

Q. What are the signs that we can look for we have gel achieved that with client what we can look for if the customer got comfortable?

Ans: The moment they start sharing their personal life with you, like a friend.

Q. Is there any time that we prefer or judgment we get after tell to move further of the sell of the deal?

Ans: Sell is a time bound, as it cannot be forever.

Q. How can we introduce yourself without the company name, how will the customer trust on us

Ans : You need to address your organization name, just talk to them not as a sales call, how we can help you in this situation.

Q. What is the good time to call our clients?

Ans : Transit time is replaced, so we cannot say this is the right time, working from homes definitely gives more time to buyers. Different time to different people and different cities.

Q. Any movie name to watch to keep us motivated?

Ans No specific movie as such, we should watch empathy video, where it shows human side

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