



SALES TEAM INTRODUCTION

Welcome to Your Real Estate Journey

Buying, Selling, and Investing Made Simple

- **Expert Guidance**
- **Personalized Solutions**
- **Seamless Experience**

PRESENTED BY ELSIR

Materials are exclusive for Zenith Training Center

TRAINING AGENDA



Zenith Property

Company profile
about the real
estate agency



Definitions

Sales Consultant
meaning



zenith proposals

Offers can be
provided by sales
consultant



Process

Sales workflow and
steps of deal
closure



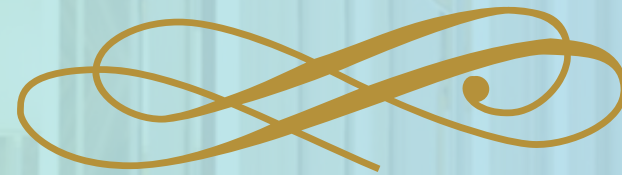
Stay Tunned

12 Steps to win the
client





Zenith Link Property



As part of Zenith Group, boasting over 15 companies in real estate, development, construction, and design, Zenith Link Property Company redefines the real estate landscape in Dubai. With our comprehensive in-house capabilities, our agents are empowered to present a diverse array of investment opportunities that not only boast stronger appeal but also offer greater security, solidifying Zenith's position as a trusted and unparalleled leader in Dubai's thriving property market.





SALES CONSULTANT

A Sales Consultant is a person who defines successful options by analyzing market trends, develops effective sales strategies, and provides solutions to clients using sales techniques.

REAL ESTATE

The consultant has a broad background and years of experience in the field.



REAL ESTATE



Pays close attention to detail during the property search.

REAL ESTATE

Carefully considers the client's needs and expectations.



REAL ESTATE



Handles every aspect of the process with care.

REAL ESTATE

Presents the property in the best possible light.





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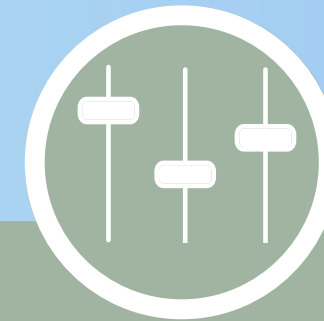
Listens actively to the buyer to fully understand their requirements.



Studies available properties thoroughly.

REAL ESTATE

Explores possible options for the client.



Filters results to narrow down the best choices.

REAL ESTATE

Identifies and recommends the property that best fits the buyer's unique needs.



REAL ESTATE

REAL ESTATE



ZENITH PROPOSALS


By leveraging these opportunities, the consultant can effectively match the right offer to the right client, ensuring optimal outcomes for all parties involved.





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Short term lease like Airbnb

same as vacation
home services



Engineering Design Activities

same as Design
consultancy
company



General contracting and sub-contracting

same as contractor
companies



Post handover service

Fully implement the
system in daily
operations.



ZENITH PROPOSALS

By leveraging these opportunities, the consultant can effectively match the right offer to the right client, ensuring optimal outcomes for all parties involved.

Venture with plot owner

Only available with zenith,
almost 100% ROI for plot
owner



Venture with mid-range investors

Only available with zenith,
above 100% ROI for investors



Pool investment Proposal

Only available with zenith,
above 100% ROI for investors



Self- property development service for other developer

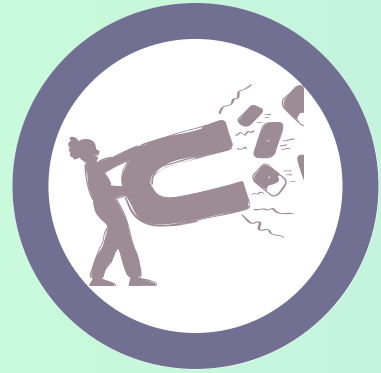
Only available with zenith





PROCESS

A successful real estate transaction relies on a well-structured sales workflow and a clear process for closing deals



STEP 1

Get Lead

- Social Media Ads: Target potential clients with online ads.
- Open Houses: Attract buyers and generate leads.
- Referral Programs: Encourage client referrals.



STEP 2

1st Contact

- Initial Call: Introduce yourself and discuss client needs.
- Email Follow-up: Provide info and schedule a meeting.
- Client Questionnaire: Gather detailed needs and preferences.



STEP 3

Collect info

- Client Intake Form: Gather client preferences and goals.
- Market Analysis: Assess options and growth potential.
- Property Requirements: Identify desired location, size, and amenities.



PROCESS

Understanding each step helps ensure that clients receive the best possible service and section



STEP 4

Proposal

- Customized Proposal: Outline tailored options and solutions.
- Property Options: Present matching properties within budget.
- Market Strategy: Define approach for pricing, marketing, and negotiation.



STEP 5

Match needs

- Property Matching: Find properties based on client needs and budget.
- Property Viewings: Schedule tours for firsthand experience.
- Feedback: Gather input and refine options.



STEP 6

negotiation

- Offer & Counteroffer: Negotiate sale terms and conditions.
- Client Representation: Advocate for client interests.
- Deal Closure: Finalize and ensure smooth transaction.



PROCESS

By breaking down the sales workflow and deal closure process, we provide clarity, set expectations, and build trust with clients



STEP 7

Follow up

- Post-Viewing Follow-up: Follow up with the client after property viewings to gather feedback and discuss next steps



STEP 8

Follow up

- Offer Follow-up: Follow up with the client after submitting an offer to ensure they are informed and up-to-date on the status.



STEP ...

Follow up

- Push to get transaction: Follow up with the client during the transaction process to ensure a smooth and efficient experience.



PROCESS

This approach not only streamlines the process but also ensures a seamless and satisfying experience for everyone involved



STEP ∞

Follow up

- After Transaction Follow-up: Follow up with the client after the transaction is complete to ensure they are satisfied and to gather feedback.



Closing Step

Appointment

- Scheduling: Schedule appointments with clients to discuss their real estate needs and goals
- Finalize Paperwork: Complete and sign documents.
- Coordinate Parties: Communicate with all involved.
- Final Walkthrough: Inspect property before closing.



Final Step

Deal Closure

- Confirm Funds: Ensure payments are settled.
- Hand Over Keys: Transfer property access.
- Post-Sale Support: Assist with move-in and questions.



WIN THE CLIENT



Who Are They?

01

Understand your clients' basic information such as age, gender, location, occupation, and background. This helps you create a clear profile of your ideal customer.



What they do?

02

Learn about their profession, daily activities, and lifestyle. Knowing what your clients do gives you insight into their routines and how your product or service fits into their lives.



Why They Buy?

03

Identify their main challenges, problems, or desires. Understanding their needs allows you to offer solutions that are relevant and valuable to them.



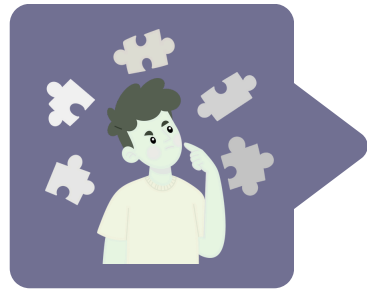
Clarifying needs

04

Go beyond surface-level wants to uncover the true needs and priorities of your clients. Ask questions, listen actively, and confirm your understanding to ensure you're addressing what matters most to them.



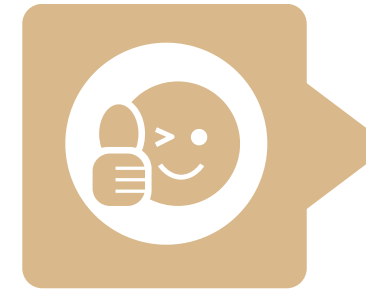
WIN THE CLIENT



How they think?

05

Discover their mindset, beliefs, and attitudes. This helps you communicate in a way that resonates with their values and perspectives.



What makes them feel good about buying?

06

Find out what builds their trust and satisfaction, such as excellent customer service, positive reviews, or guarantees. These factors encourage them to choose your business.



Who your competitors are?

07

Identify other businesses your clients consider. Knowing your competition helps you differentiate your offerings and highlight your unique value.



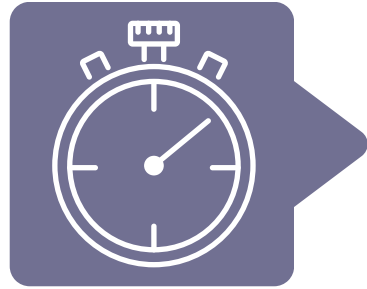
What they think about you?

08

Know their perception of your brand, product, or service. Positive or negative opinions can influence their buying decisions and loyalty.



WIN THE CLIENT



When they buy?

09

Recognize the timing or circumstances that prompt purchases, such as holidays, seasons, or specific events. This helps you plan promotions and campaigns.



How much money they have?

10

Be aware of their budget and spending habits. This ensures your pricing matches their ability and willingness to pay.



How they buy?

11

Understand their preferred purchasing methods, such as online, in-store, or through sales representatives. This allows you to make the buying process convenient for them.



How to get an appointment or meeting?

12

Go beyond surface-level wants to uncover the true needs and priorities of your clients. Ask questions, listen actively, and confirm your understanding to ensure you're addressing what matters most to them.

A hand holding a key over another hand, with a house model in the background.

Thank you for Attending!

LET'S GET YOUR FIRST DEAL CLOSED

ZENITH TRAINING CENTER