

## Synopsis of 'Basic Customer Psychology'

Besides providing FREE Monthly Property Market Update and Periodic Market Reviews (e.g. Quarterly Review), Sam also conducts a series of 'Selling Psychology' workshops, including the upcoming 'Basic Customer Psychology', which focuses on the PROCESS OF CUSTOMER'S MIND which is often affected by the perception of the ever changing market conditions. Being also a CEHA lecturer, Sam Gian is able to tackle this dimension to the Customer's Thinking by using the latest market condition as the basis to calibrate the SKILLS he is imparting. So, every lesson takes on a different dimension according to the on-going market condition.

**Sam is the ONLY trainer in Singapore who combines Customer's Psychology with Market Knowledge to help agents close deals on first offer.**

It is Sam's belief that agents must be able to 'say and do' things according to the changing condition of the real estate market which is in constant flux. For example, Sam Gian taught more than one thousand agents in the 2003/2004 period to say 'MY MARKET IS ALWAYS GOOD. I HAVE A GOOD CLIENTELE WHO RECOMMENDS GOOD CUSTOMERS TO ME. PLUS I AM ALWAYS VERY LUCKY'. That was against the backdrop of market slump following the SARS epidemic. Despite that, many of Sam's students flourish, such as Venus Wang, Lawrence Siau, Peter Tan, Ong Chee Keong etc who are Top Producers even in very bad times.

In 2007, Sam taught agents to say: 'THE MARKET IS GOOD BUT THERE ARE SOME UNDER-CURRENTS'. Following that, the real estate market was hit by severe stock market corrections and the US sub-prime mortgage crisis; and agents who said that continued to gain the TRUST AND RESPECT of their customers.

**Sam updates your Selling Skills with the most current Market Situation so that your skill set continues to be relevant and highly effective**

Sam provides FREE Monthly Market Update to his 5,000 student base to supplement their selling skills and to continuously update them on the subtlety of personal influence in effective closing. Agents who are able to CONVINCe CUSTOMERS to look at the market equilibrium are not only PSYCHOLOGICAL STRONGER AND TECHNICALLY SUPERIOR, but also ethically sound.

New agents who do not know 'what to say' and 'what to do' to find out WHAT CUSTOMERS REALLY WANT often finds the selling process extremely frustrating and 'will sapping'. The agents do not know whether the customers like the properties they have shown them; or whether they have sufficient funds to buy the house and they do not know how to get the customers to commit to a decision quickly.

**Why is it better for you to say to your exclusive sellers: "I will let you select the buyer and the offer price"?**

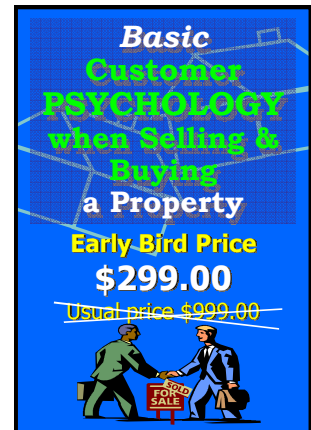
With a series of subtle and systematic PSYCHOLOGICAL TESTS with your customers, you can find out their motivation, financial readiness and their exact requirements for a property. You will be able to

- close the deals much faster,
- reduce the marketing costs,
- increase profit margin, and
- make your customers very happy and satisfied.

# PSYCHOLOGY IN SALE Workshop

## Tripling Your Sales Income

*Guarantees instant results - ensures the fastest route to Succeed in the Real Estate Brokerage Business by equipping you with the 6 Critical PSYCHOLOGICAL TECHNIQUES in Sale.*



### Lesson plan – Day 1 (28 Apr 2008) Monday (10am – 1pm)

1. **The Mind of the Market** (How to shorten the process of Negotiation and Close much faster)
2. **How Buyers Think Before and After viewing a property** – (Effective Probe to unlock the answers inside)
3. **Turning “For Sale By Ogres” (FSBO) into high-income Exclusives** – (Psychological tests – Pro-Active Experience design)

### Lesson plan – Day 2 (29 Apr 2008) Tuesday (10am – 1pm)

4. **Taming Thoughts with Labels, Symbols and Brands (Using labels, symbols and Brands to change customer’s mind) Case study – How to Show an Ugly House**
5. **How to Ask Quality Questions for Quality Commission** –(The Unconscious mind in Pricing – how to earn more than you really deserve)
6. **How to Change Customer’s MOOD** – (Emotional logic vs. Logical emotion)

### Lesson plan – Day 3 (30 Apr 2008) Wednesday (10am – 1pm)

7. **Increasing Profit Margin during a Market Slow Down** (How to shorten the Marketing Time, Save Business Costs, preserve Profit Margin in a slow market)
8. **How to make Customers Do the Things I want them to do** –(What to say and ask to unmask their Pretence – Priming and Neuroimaging)

Trainer Sam Gian is the writer of FIVE highly acclaimed books on real estate selling skills. He also provides FREE Monthly Real Estate Market Updates through his website [www.update.sg](http://www.update.sg)

Sam’s teaching provides the Critical Winning-edge needed by salespersons to beat their competitors and outsmart today’s more sophisticated customers. Many salespersons who have attended Sam Gian’s programmes have **tripled their income** as they are now able to close effectively & quickly, and get paid a higher commission [one of the course participants in Sam Gian’s Advance Selling Psychology in February 2008 earned more than \$250k in commission in one closing after the course].

**Venue: Toa Payoh HDB Hub Punggol Room Basement 1**