

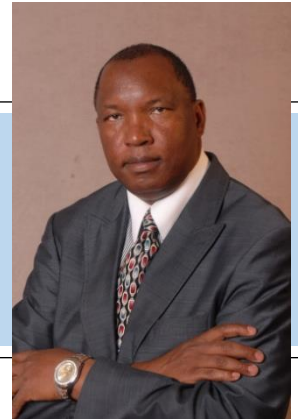
BUSINESS COACHING SERIES

PETER K WAIREGI, BA, MBA, CMC, FKIB.

BUSINESS COACH

SALES AND MARKETING EXPERT

REAL ESTATE DEVELOPMENT CONSULTANT



ADVANCED SELLING & MARKETING STRATEGIES FOR PEAK PERFORMER

A Comprehensive Training Workbook

FOR REAL ESTATE SALES AND MARKETING PROFESSIONALS

This Workbook Belongs To:

Company Name:

Wisdom is the timely and effective application of knowledge - PKW

PETER K. WAIREGI

BUSINESS COACH SERIES

PROFILE

I have a passion for Real Estate and Finance Industry as they are both critical in promoting a healthy real estate investment business and offer one of the universal business platform, buying, selling, developing, investing and financing of real estate.

I started my real estate and finance career in 1985 in USA with century 21 real estate group of companies which later land me to become a loan officer at broad view Savings and Loan.

I have sold over 20,000 residential units, 5000 plus commercial and retail properties. With over 9000 loans in the books and a volume of about \$1.5 Billion (Ksh. 142 Billion) in the past 29 years.

I have hosted and chaired several Diaspora Investment Conferences. Performed many sales and Marketing Training Workshops and led several real estates sales, finance and development companies over the past 29 plus years.

A famous person once said IF YOU DO NOT PLAN YOU PLAN TO FAIL. This workbook is a comprehensive sales and marketing resource for those in the real estate business and related industries, mortgage finance, project management, development and strategic marketing consultants in real estate business.

REAL ESTATE AND FINANCE PUBLICATIONS

- Real Estate Buying and Selling Handbook – 1988
- Residential Loans Guide – 1992
- Investing In Real Estate Guide – 1995
- Real Estate Finance-Mortgage Origination Manual – 1998-2008
- Managing A Successful Real Estate Franchise 2003-2012
- Kenya Real Estate Principles & Practice Essential – 2012

SEMINARS, TRAINING & WORKSHOPS

- Sales Coach Training Program –Business Finance Group- 2001-2011
- Sales & Marketing - Training & Workshop HAL- 2012-2013
- New Sales Techniques using Technology and Social Media
*Transaction Realty Training- 2010-13
- Fundamentals of Wills and Estate Planning Guide- 2011-2015
- Advance Selling Strategies for Peak Perfumers-2015

ADVANCED **SELLING & MARKETING** STRATEGIES FOR PEAK PERFORMER

KEY SESSIONS AND AREAS OF SPECIALIZATION

SESSIONS FOR PRECEEDING WORKBOOKS

LEVEL :1

1. HABITS OF SUCCESSFUL SALES PEAK PERFORMERS
2. SELLING DIFFERENT PEOPLE DIFFERENT
3. PSYCHOLOGY OF SELLING MADE SIMPLE

LEVEL :11

4. PILLARS OF MARKETING FOR REAL ESTATE BUSINESS
5. KEY CUSTOMER BUYING MOTIVES AND BEHAVIOUR YOU NEED TO KNOW
6. UNLIMITED SALES STRATEGIES OF HIGH PERFORMERS

LEVEL:111

7. SEVEN SECRETS TO SALES SUCCESS.
8. THINGS NOT TO DO - FOR SALES PEOPLE
9. PRINCIPLES OF MARKETING

CAT- INDIVIDUAL OR TEAM PROJECT

10. YOU ARE RESPONSIBLE FOR YOUR SUCCESS
 - INVESTING IN YOUR BUSINESS BY UTILIZING SUCCESSFUL STRATEGIES FOR GROWTH

OVERVIEW

ABOUT THIS SALES AND MARKETING WORKBOOK SERIES

The primary purpose of this workshop presentation is to assist sales and marketing professionals become better at their trade and gain invaluable knowledge and insights.

It will guide you through each session and give you insights of strategies and tools used by highly motivated and successful sales people .As you participate and step through this learning process you will learn and share key fundamentals strategies to help you become a successful sales peak performer.

In addition to understanding your products, benefits and unique offering , You will need to embrace skills and knowledge in: Time management , effective marketing, market trends ,effective communication ,changing consumer needs, embrace ethics and diversity. It is also important for you be have a good use of Technology and social medial to promote sales. Adding value through relationship selling , use of successful team approach and structured training in building capacity and specialized sales campaign and much more..

SALES AND MARKETING COACH WORKSHOP LEVEL 1=SESSION # 1

HABITS OF SUCCESSFUL SALE PEAK PERFORMERS

MODULE AND PRESENTATION OUTLINE

MODULE

- | | |
|------|---|
| I. | You will learn 10 Habit of highly successful sales people |
| II. | Why customer feedback is important. |
| III. | Techniques you need to develop self-image and become a selling magnet |

IV. Five practical effective techniques to customer satisfaction in Real Estate sales.

MODULE 1 –

10 HABITS OF A HIGHLY SUCCESSFUL SALES PEOPLE

1. Ambitious-and hard working -Intense desire to succeed.

.....
.....

2. Time Management

.....
.....

3. Adaptability .Highly Motivated

.....
.....

4. Determined and Focused

.....
.....

5. Integrity-Reputation.

.....
.....

6. Creative and Ingenious

.....
.....

7. Quality Driven-Golden Rule and Practice the Platinum Rule.

.....
.....

8. Resourceful- Lead Generation for effective marketing

.....
.....

.....
.....
9. Connected and Highly Motivated.

.....
.....
10. Persistent: Customer Service – know your customers in and out.
.....
.....

MODULE II

WHY CUSTOMER FEEDBACK IS SO IMPORTANT.

1. Determine if they fit your **target market**

.....
.....

2. Ability to **Handle Objections.**

.....
.....

3. Know your **product and services** – (Understanding market trends and changing consumer needs)

.....
.....

4. **Affirmation** -Be a good Listener. Effective communication

.....
.....

5. **Understand** the customer-Can you meet their needs-Giving and Receiving Feedback

.....
.....

6. **Adjust your presentation** emphasis on what they will get-**Value proposition.**

.....
.....

NOTES:

.....
.....
.....
.....
.....
.....

MODULE III

**TECHNIQUES YOU NEED TO DEVELOP SELF-IMAGE AND BECOME
A SALES-MAGNET**

NON-VERBAL TECHNIQUES

1. Dressing and appearance - How you look, body language and what you represent.

-
.....
2. Greetings –How you speak?

-
.....
3. Behavior- Your attention and demeanor.
-
.....

VISUAL AND PRESENTAION

4. Your Business Card and Brochure or materials
-
.....

5. How you come across-, Communication Skills and how you related.
-
.....

6. **Action and Results-** It is not what you say but what you do or don't do
-
.....
-

NOTES:

.....

.....

.....

.....

MODULE IV

FIVE PRACTICAL AND EFFECTIVE TECHNIQUES TO CUSTOMER SATISFACTION IN REAL ESTATE SALES

1. Expertise and product knowledge

.....

.....

2. Specialization and your qualification.

.....

.....

3. Your Achievements and record .

.....

.....

4. Negotiating Techniques-know how to win and offer complement .

.....

.....

5. Problem solver and result oriented

.....

.....

NOTES:

.....

.....
.....
.....
.....

“Only you are responsible for your success”

CONCLUDING THOUGHTS FOR THIS SESSION

- 1.
.....
- 2.
.....
- 3.
.....
- 4.
.....
- 5.
.....

NOTES

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

.....

.....

.....

.....

.....

.....

.....

.....

ADVANCED SELLING STRATEGIES OF PEAK PERFORMERS

IMPORTANT TERMS AND DEFINITIONS.

| TERMS | DEFINITIONS |
|--------------|---|
| Strategies | Setting goals and determining actions to achieve those goals and mobilizing resources to execute hat action. |
| Marketing | The process of communicating the value of product or service to the customers for the purpose of selling that product or service. Creating awareness and value proposition. |
| Sales | The act of selling in exchange for money or goods and services. Closing the deal and receiving income. |
| Demand | When a want is backed by buying power it becomes demand |
| needs | The basic concept underlying marketing is that of human needs. They are those things that human beings feel they cannot do without. |
| Wants | Wants are the form of human needs take as they are shaped by culture and individual personality. |
| Product | Is anything that can be offered to satisfy needs and wants. It can be tangible or intangible. |
| Market | A constituency of potential customers sharing particular needs and wants and who might be willing and are able to engage in exchange to satisfy that want or need. A market also refers to an Institutional arrangement that brings together buyers and sellers to transact. |

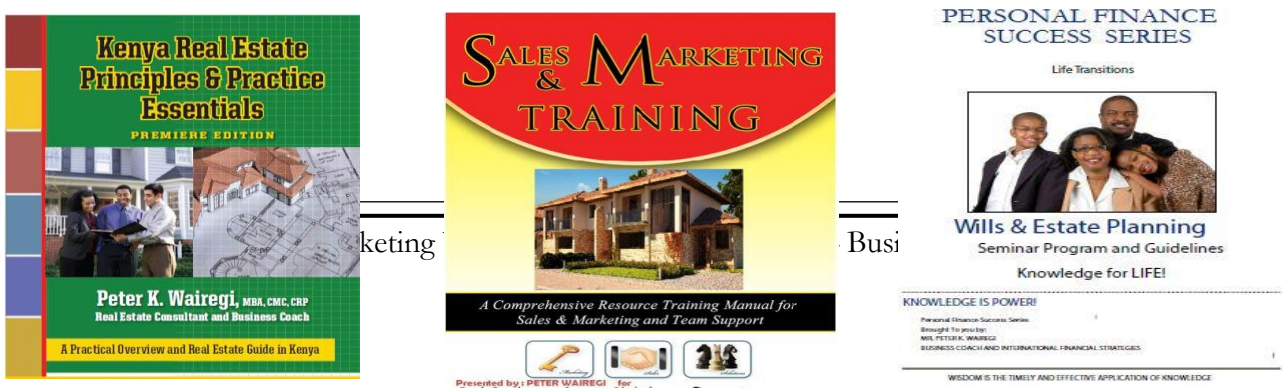
| | |
|---------------------------------------|--|
| Value and Satisfaction | Value is the ability of a commodity to satisfy human wants. It also referred to as quality or utility. The ability of a product to meet customer expectations results in customer satisfaction. |
| Exchange | Is the act of obtaining a desired object from someone by offering something in return. |
| Transaction | An exchange of values between two or more parties, where either party gains. |
| Marketing Management | Is the art and science of choosing target markets and building relationships with them.. |
| The Marketing Mix | Is a combination of controllable, tactical marketing tools that a firm blends to produce the response it wants in the target market. |
| Customer Relationship Marketing (CRM) | Is the overall process of building and maintaining profitable ties between organizations and customers by delivering superior customer values and satisfaction. |
| Marketing Environment | It consist of factors and forces that may affect marketing management's ability to build and maintain successful relationship with customers. |
| Peak Performance | Peak means highest point, high achievement, excellence and successful people. Above the rest in terms of outcomes. |
| Leverage. | The use of borrowed money to increase production volume, and thus sales and earnings |
| SWOT Analysis | Strength, weaken, opportunities and Threats. (These are usually internal functions of the business) |
| PESTEL Conditions | Political, economical, social, technical, environment and legal(law) (This looks at the external influences on the business) |
| Benchmarking | It a way of comparing key elements of your business either against a known standard or by comparison with another company of a similar size and performance. |
| Marketing Offer | Is a combination of products or service presented to the market to satisfy a need or a want. |

| | |
|--------------------------------|--|
| Estate | Ownership interest in real property |
| Caveat emptor | Means – let the buyer be aware *each customer need to equip themselves with useful information and knowledge of the real estate industry |
| Components of a valid contract | <ol style="list-style-type: none"> 1. Offer and acceptance 2. Consideration 3. Legally competent parties 4. Legality of objectives (Purpose) |

PRESENTERS PROFILE SAMPLE CERTIFICATES AND BOOKS



SAMPLE BOOKS, SEMINARS AND WORKSHOPS



SCHEDULE FOR OUR CUSTOMIZED SALES AND MARKETING TRAINING WORKSHOP FOR
YOUR COMPANY OR SALES & MARKETING TEAM.

A PRACTICAL GUIDE AND WORKSHOP FOR REAL ESTATE PROFESSIONALS & RELATED INDUSTRIES

Highlight's include

- Easy to read and informative content
- Important Understanding for real Estate business
- Develop a working knowledge of the Real Estate Career.
- Added knowledge and key principals of the industry.

Recommended for

- Sales and Marketing professionals.
- Real Estate Pioneers.
- Real Estate Education and training
- Real Estate agents and brokers.
- Real Estate investors and Consultants.

Famous Quotes

- It is not what you know but who you know that counts for your success – Robert Kiyosaki
- Concur you're your fear ,have a can do attitude and you will achieve prominence- William Patterson
- Change the way you look at things and the things you look at change – Dr. Wayne Dyer
- Law of attraction you will become what you attract – Tony Robins

**TAP INTO WEALTH – WITH OUR COMPLETE GUIDE TO REAL ESTATE
BUSINESS BY COMPETING SALES AND MARKETING BUSINESS COACH SERIES.**

APPROVED BY KCA UNIVERSITY AND KPRA (KENYA PROFESSIONALS FOR REAL ESTATE ASSOCIATION)

BY PETER WAIREGI BA, MBA, CMC, FKIB

BUSINESS COACH & REAL ESTATE EXPERT

EMAILmzeewairegi@gmail.com

PHONE: +254 716 575 954

VALUE PROPOSITION / COURSE DETAILS



You Will Need To Complete A Three Day Workshop And Training Course To Get The Completion Certificate-:THREE LEVELS

- Cost of workshopKsh. 24,000 per person
- Workshop manualKsh. 2,000 per person
- KREPP text bookKsh. 3,000 per person
- Sales and Marketing guideKsh. 1,000 per person

WORKSHOP IS APPROVED BY KCA UNIVERSITY AND KPRA

©Peter Wairegi Business Coaching Series – 2015 Afripress Publishing Holding Ltd – USA and Kenya

ADVANCED SELLING & MARKETING FOR PEAK PERFORMERS

BUSINESS COACH SERIES

Mr. Wairegi has worked in Real Estate Business, Mortgage Origination Business Start Up and as a Real Estate Expert both in the USA and Kenya for the last two decades.

He has helped very many in the diaspora and here in Kenya and achieve their dream home ownership and financial success. I recommend him very highly.

Prof. Noah Midamba, Vice Chancellor and CEO KCA University.

SUCCESS STRATEGIES FOR SALES AND MARKETING PROFESSIONALS.

This Advance Sales & Marketing Strategies for peak performer’s ideal and very useful tool.

Equip yourself with the most up to date sales and marketing techniques, adopt a structured customer sales tools and deliver next to none services.

Stay on top of your profession and industry by becoming an expert in your field.

Understand and embrace a proactive Sales and Marketing approach and deliver quality and value to your clients.

Recommended by: Antony Gathecha – KPRA Business Development Manager

REGISTRATION FORM:

REGISTER OR JOIN THE NEEXT ADVANCED SELLING AND MARKETING COURSE:
THE JOURNEY STARTS HERE. INVEST IN YOUR FUTURE

| |
|--|
| NAME: |
| COMPANY: Sales and Marketing Workbook – Peter K. Wairegi – Business Coach Series |
| TITLE / DEPT: |
| EMAIL: PHONE : |