

Zoom Meeting Guidelines

Whenever possible, encourage your client to join the video meeting from a laptop or tablet. A larger screen makes it much easier to view the presentation, understand the details, and fully appreciate the project.

Invite all key decision-makers to the video meeting from the very beginning to avoid the common objection:

"I need to discuss it with my husband, wife, or friend first."

Follow the structure.

Analyze every meeting to make the next one even better.

Don't forget to smile.

You should look great and be in a good mood because you are the best!

The best time for a video meeting is **right now**. Whenever possible, guide the conversation toward an immediate video call. Seeing you and your screen at the same time creates a much stronger connection, makes the presentation more engaging, and helps the client understand the location and the project with greater clarity and confidence.

If an immediate video meeting isn't possible, schedule it within the next 24 hours whenever you can. The longer the delay, the more likely the client is to forget your conversation, lose interest, or become distracted by other opportunities.

Reminders

A true professional values both the client's time and their own.

Always send reminders before a scheduled meeting to confirm attendance and demonstrate professionalism.

- Send a message immediately after the phone conversation summarizing what you discussed and confirming the Zoom meeting appointment.
 - Send a second reminder 24 hours before the meeting.
 - Send a third reminder 2 hours before the meeting.
 - Send the meeting link 15 minutes before the meeting starts.
-

Preparation

The success of the meeting depends on proper preparation.

- Prepare all presentation materials in advance.
- Turn off all notification sounds on your devices before the meeting to eliminate distractions and maintain a professional environment.

- Be ready to use different communication platforms in case your client cannot use one of them or if technical issues occur (Google Meet, Zoom, FaceTime, WhatsApp, or any other platform).
- Always have a **Plan B**.
- If you need support from the developer's sales manager or the mortgage team, let them know in advance.
- Your room, background, and lighting are also important.
- Smile and be confident.

The one and only goal of your meeting is to build strong trust and help the client choose a unit.

Meeting Structure

1. Greeting and Small Talk

Repeat both your name and the client's name.

2. Explain the Meeting Agenda

Remind the client why they requested the meeting.

Example:

Jon, let me explain how today's meeting will go.

Based on what you've told me, I'll first introduce the location, explain its advantages, and why it's worth considering.

Then I'll show you why this developer is a great choice by covering the infrastructure, amenities, investment potential, expected profit, and all the key benefits of this project.

After that, we'll choose the most suitable unit for you.

Finally, I'll answer all of your questions.

Does that sound good?

Sales Presentation Structure

Follow the sales presentation structure.

Ask for feedback after each section and use open-ended questions.

Cover the following topics:

1. Location

2. Developer
3. Focus Project
4. Unit, Layout, View, Terms & Conditions

After each section, ask the client for feedback before moving on.

If the client doesn't respond positively to any part of your presentation, do not move on to the next section. Return to the previous stage and present it again using a different approach. Continue until the client clearly understands the value and recognizes the benefits before moving forward.

Questions & Objections

Answer the client's questions.

Handle objections professionally.

Closing the Deal

Summarize everything you've discussed.

Ask: Jon, which unit do you prefer?

Then move either:

- to the booking process, or
- to arranging an additional meeting at the developer's office to visit the showroom, view the scale model, and explore the project in more detail.

Example:

Jon, let's decide which unit is the best fit for you.

Let's move forward with the booking.

Explain the booking process clearly:

**Jon, to reserve this unit, I just need your passport copy and your email address.
The developer will prepare the reservation documents within about 15 minutes.
After that, you'll simply need to transfer AED 50,000, and the unit will be reserved for you.**

Jon, how long will it take you to send me your passport?

Wishing you the highest commissions.

Welcome to Empire City LLC.