



## RentGlobe.com Mexico Sales Training Four Session Program

### **RentGlobe Vision:**

- 1) To become the best online resource for traveler's and temporary residents to locate services (WhatToDo) and accommodations (WhereToLive) appropriate for their needs online. (First Two Years)
- 2) To be the Internet's most complete, practical and targeted search engine for business and real estate listings. To change the way businesses and property owners market their products and services online. (Long Term Vision)

### **Rent Globe Training philosophy**

To create a unified bullet-proof sales team, armed with the tools necessary to approach respective customer(s) and have the ability to close a potential sale.

What does it mean to be Bullet Proof?

What tools are necessary to win and close sales?

### **Training Objectives Outline: Week 1: December 24, 2005**

1. Give Computer/Internet overview and related terminology.
  - i. Focus on today's Internet marketing power and contrast that with 20yrs ago. (Provide some statistics).
  - ii. Mexico Merchants and Computers/Internet.
  - iii. Explain what websites and search engines are and how they make money.
  - iv. Number of people using the computer today to browse and shop online.
2. Discuss RentGlobe.com Product(s) only from a business/sales standpoint  
Discuss the RentGlobe.com Vision and how we will achieve it.
  - i. What is RentGlobe.com?  
Discuss each product type and its benefits to the customer
  - ii. Internet Advertising Statistics
  - iii. Reasons why one should advertise/market on our Website
3. Discuss Sales approach with the objective to unify teaching methodologies. Our uniformed approach and methodology to selling (same page)  
Psychology is the science of mental processes and behavior
  - Psychology of selling
  - Psychology of Marketing
  - How to Target a Customer
    - i. Field Representative must qualify a potential customer
    - ii. Learn about their particular business and/or services
    - iii. Someone who may know you and your character
    - iv. Be prepared to make an offer that the customer cannot refuse
      - Think of the Timeshare approach
4. What is RentGlobe.com? – history, vision and general description.

**Assignment: Who are your target markets and why do they need you?**

### **Training Objectives Outline: Week 2: December 31, 2005**

1. Review of previous week discussion
2. Discuss RentGlobe.com target market:
  - i. People who own condos or homes and wish to rent or sell them.
  - ii. People who own a business and want others to know about them (particularly those who are foreigners and may be more wealthy)
  - iii. People who are currently selling discount coupons or special offers to foreigners and wish to increase sales. (Entertainment Operators, restaurants, etc)
  - iv. People who would like to have their own website.
  - v. Review homework assignment – specific customers and their needs.
3. How to overcome RentGlobe.com objections and Win/close a sale:
  - i. What is a RentGlobe.com objection?



- ii. *No objection(s) are too big to overcome if someone need/require RentGlobe.com services.*
        - iii. *What does it mean to close a sale?*
        - iv. *Why are people who Close a sale so valuable to a business or company?*
        - v. *What is the Sales Process?*
4. Discuss Advertising or Marketing Methods currently in use by Perspective Clients/Customers
5. Discuss Necessary Business Tools for Managing Customers and yourself
  - a. *Computer Skills and Technology*
    - i. *Word Processing*
    - ii. *Spread Sheet*
    - iii. *Email*
  - b. *Personal Accounting – as an independent contractor for a company, what you must do to keep your records in good order.*
    - i. *Customer Logs*
    - ii. *Expense Logs*
    - iii. *Submitting sales records*

**Assignment: Sales Presentations and RentGlobe.com records**

**Training Objectives Outline: Week 3: January 7, 2006**

1. Review of previous week discussion
2. Review RentGlobe.com records. Q&A
3. Rehearse Sales presentations. Team
  - a. *Discuss how our new knowledge from the training will assist in improving the presentations and closing sales.*
    - i. *How to discern the needs of the customer*
    - ii. *What are typical objections and how to overcome them*
    - iii. *How to convince your customer needs you and your services.*
4. Telephone Sales
5. Discuss Sales Attitude
  - i. *Thinking*
  - ii. *Appearance*
6. Making follow-up Calls on Potential Customers
  - i. *Keeping records*
7. RentGlobe Mexico Organization Structure
8. RentGlobe.com Systems Training
  - i. *How to create a new customer account*
  - ii. *How to register a Property listing*
  - iii. *How to register a Business listing*

**Assignment: Follow Up Calls.**

**Training Objectives Outline: Week 4: January 14, 2006**

1. Review of previous week discussion.
2. Rehearse follow-up presentations.
3. Discuss how our new knowledge from the training will assist in improving the presentations and closing sales. Sales training review.
4. RentGlobe.com E-commerce
  - i. *About E-Commerce*
  - ii. *RentGlobe.com E-commerce system*
5. RentGlobe.com Systems Training (If system is ready)
  - i. *How to use Custom Page Builder.*
  - ii. *How to setup Coupons.*
  - iii. *How to manage your customers.*
6. RentGlobe.com Sales Team Structure
  - i. *Legalization of our work*
  - ii. *Your contribution to the company.*
  - iii. *Your share of the company*
7. Your comments.

**Assignment: Close on your first sale.**