

# Real Estate Marketing Program

## Welcome Message

Hello,  
1/12th of 2019 is gone, already !

"Time = Life" - This is my favorite quote & also the principle that I strive to follow. Just yesterday we were still celebrating new year's coming & here today part of it is gone & we are barely aware of it.

When we really, I mean, REALLY, start treating our time by protecting it, investing it & multiplying it then we actually start seeing great programs in our live, our profession & in our relationships too! Especially relationships.

- \* Our relation with self
- \* Our relation with our family
- \* Our relation with our friends
- \* Our relation with our Professional Circle &
- \* Our relation with customers, clients, patients, buyers!

Let me ask you a question, 2 questions actually -  
"what you did in last month to nurture the relationship that you already have with all of above!"

### 2nd question is—"How much time you spent on it?"

You don't have to answer me. You have to answer to yourself.  
All our relationships require TIME, EFFORTS & INVESTMENT.  
The most neglected entities out of all above are family & existing customers & patients.  
Do Not NEGLECT THEM.  
Do Not TAKE THEM FOR GRANTED.

In this Month's issue, I'm sharing with you various ways, strategies & principles to nurture them.

Hope you enjoy this issue. But I'll be more happy if you use the ideas for betterment of all your relations.

Happy nurturing!  
Rajesh Gurule

**P.S. - Check out on Special insert in an Envelope. I have a Gift for you. No conditions. No Selling. Just pure gift to say. 'Thank you'.**  
Rajesh Gurule



Hi ! This is me-  
Rajesh Gurule.  
You can reach me at –  
**M – 98225 45922**

### Special points of interest:

- **Grow your business**
- Reduce your marketing costs
- **Gain more profits**
- Attract more & more clients to your business
- **Be No. 1 in Your field**

### Inside this issue:

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# Customers Satisfaction is BAD!



## Customers Satisfaction is BAD!

Surprised with the above title of this article? You should be. Because what everyone is trying to do is 'Satisfy their Customers', 'Satisfy their clients', 'Satisfy their patient's!'

It's time to move on. It's time to keep us with the times!

Long gone are the days when 'Customer Satisfaction' was considered as THE holy grail for any business or profession. Everyone used to strive to satisfy customer's needs & wants. And proudly it was announced everywhere that our cust. satisfaction score is so & so.

Things have changed.  
Times have changed.  
Your customers have changed.

They are no longer content with 'Satisfaction' only.  
They no longer feel great when their issues are met.

All they feel is S.A.T.I.S.F.A.C.T.I.O.N. And that is B.A.D. for you, your profession, your business.

This is NOT antithesis. I am NOT advocating that you'd not work or try to satisfy your customers.

### **What I am saying is DO NOT STOP AT SATISFACTION.**

Customer satisfaction is Mantra of past era.

### **Customer delight is Today's Mantra!**

Delighted customers should be your goal in all the things you do with, to or for your customers. You should be warned if all your team can achieve is 'Customer Satisfaction'. That is a BIG warning for you.

### **Main differences**

Customers who are ONLY satisfied are not loyal advocates But customers who are delighted definitely are!

### **Loyalty**

Satisfied Customers are not loyal  
Delighted Customers are very loyal

### **Happiness**

Satisfied customers will go someplace else who also claim to satisfy them.  
Delighted Customers will not go to others just for sake of change.

### **Promotion**

Satisfied customers do not promote you; your product & services enthusiastically.  
DC keeps on talking & promoting you everywhere & every time they get a chance.

### **Payments**

Satisfied customers pay you only what you charge.  
Delighted customers pay you what you really deserve.

### **So which type you want?**

# You'll Love this type of Employee/ Staff Person—A Robot for your business



Imagine an Employee or Staff member . . .

- \* who works without a single error
- \* who works without any break
- \* who works without any complaint
- \* who is ready to stay when needed without making you feel guilty
- \* who does ALL work without getting tired
- \* who works without asking any promotions
- \* who works without involvement in office politics
- \* who works 24 x 7 when required
- \* who handles workload of 5 or 10 or even 50 employees singlehandedly
- \* who does not bring emotions into the picture when interacting with your customers
- \* who talks or handles 3 or 30 or even 90 people at one time
- \* who does not make any mistake
- \* who does what you hired him for

I know what you are thinking - Rajesh has gone crazy. There is no way a single person can exist who can and will do all the above. And if anyone has these superpowers, then monthly payment or salaries will be huge!

Easy.

**You can get such employee who will do all the above & then some.**

That employee's name is '**Artificial Intelligence based Robot**' or '**Bot**' as they are friendly called.

So let me tell you what AI Robot is! First of all bot or chatbot is artificial intelligence based software program that can be as simple as you want or as complex as you want it to be.

Normally it is accessed by using either your website or your Facebook page or your Facebook Messenger App. The best part is one robot can be present in all these chan-

nels.

So you can imagine what kind of impact it will have on your business to have centralised communication funnel. Everything is in one place. It might be that the message or enquiry is coming from your WhatsApp or it is coming from your website or it is coming from your Facebook pages everything is there in one place no collecting of data no entering of data everything is done for you the moment the communication is finished.

Now when we talk about robot or bots one doubt comes to our mind.

**And that is whether this can really communicate with real humans in the way humans interact with each other or not ?**

Now your question is very much valid and as of today the answer is not 100%. But the technology is improving at ridiculous & tremendous speed and very soon we will see actual robots who are simply communicating with other people like a human!

But saying that even today the technology is so much advanced that very few people will understand whether they are interacting with a robot or not & whether they are interacting with some live person who is answering the questions!

**Let me share you how this can be used—**

First on your **website**. Second on your **Facebook pages**. Third via **Messenger services like WhatsApp, Telegram, or even Facebook messenger**.

So in a way you will have **only one person** who is handling all your Facebook enquiries. Imagine having one person handling all these things. It

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# A Robot for your business . . . contd

doesn't matter whether things are coming at **certain specific interval or at one time.**

What do you mean by that? It happens that whenever you place any ad or whenever you are doing some kind of aggressive marketing, you get many enquiries & all these enquiries are coming continuously.

When human employees are handling or your call centre team is handling those enquiries, they may face many problems such as call waiting, not giving proper attention and time to each and every caller, forgetting about few things due to heavy Rush.

So even though you are having a team of say 5 or 10 of support staff, still they will face all these problems because of the sudden spike in the incoming enquiries on communicate.

## **Now let's see another scenario.**

There is only one person who is available to handle all enquiries that are coming from your website; coming from your Facebook ads; coming from your Facebook pages. This same person answers everyone; in the same manner; in the same sequence; in the same tone; in the same way that each and every question of each and every caller should be answered.

There are no errors.

There are no mistakes.

There is no fatigue involved.

There is no emotion in fault.

And all this is being done whether the number of callers at any given time is 1 or 10. It means if you receive 10 calls at a time their won't be any single person waiting. He will be receiving answers to all questions in time.

## **This is what artificial intelligence based robot Technology can do for you and your business.**

Now important question is do you think

1. This will help you in one getting more sales
  2. Answering your customers questions in most proper way
  3. Reducing the number of errors that are caused by human interaction by your staff
  4. Give proper support to each and every person who is calling
  5. Attend each and every person at the same time when the enquiry or the question or the query or the issue comes up.
- When someone is available live that time the enquiry can be handled very property. But what happens when someone is surfing your website at say to pay 2:00 a.m. and he just want to contact you and get more information.

The reason somebody's calling at this hour could be

a. he might be in a different different timezone or

b. he is just can't sleep because of the problem that he is facing and found that your product your service your project or whatever you are selling is the best solution for that. And is interested in having conversation or interested in getting more information at 2.00 am in the morning.

Not sometime when he wakes up from his sleep in the morning and total even remember whether he has sent any information request.

I think or I hope that your answer is a definite Yes. **That this will help your business in much much bigger ways than now you can think of.**

But why use such robots when you are having Cheap Staff available?

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# A Robot for your business . . . contd

The answer lies in all above things which we have discussed that these all these things will be either all those errors will be eliminated and all those benefits are to be gained when used this type of robots.

According to various surveys these are the findings about the way people choose to interact with businesses nowadays. Some of these things may really surprise you.

**1. 51% people feel that the business should be available 24/7.** Even though they are having any issue at night at 9:30. People expect that you will be available to at least answer them or solve their issues beyond normal business hours.

**2. When it comes to contact a business 46% customers or prospective buyers prefer messaging or chatting over email.** People don't want to send email and wait and wait and wait.

They want a messenger type of service where they will get instant answers to their problems, to their questions, to their problems.

**3. People prefer chatting instead of direct phone call.** And this is even frequent when the person is not your customer yet. Just imagine almost 50% close to 50% people are not ready to talk with you on phone. But they are ready to communicate with you via chatting. 50% is a very big number.

**4. Customers and people overall today are using mobile much much more** than desktop to access internet to visit website to find products. The bot or the robot that we have been discussing **lives on mobile, in mobile.**

So that whenever the customer wherever is the customer need info your Robot assistant is always available for them, to guide to help and to sell.

All these reasons are more than sufficient for you to consider using this technology for your own business and it is guaranteed to disrupt the way we interact with our customers and the way our customers interact with us.

When website came for the first time everybody wanted to have website. After that mobile apps came and everybody wanted to have an app. **Now it's time for artificial Intelligence based robots bot / chat bot who will work for you 24 hours a day.**

## Are you ready for this?

Because if you are not, then definitely you will stay far behind your customer. Do want to interact in one way and you are interacting with them in totally different way. Which is and won't be acceptable for long.

The time is right. Get into this as early as possible.

If you need any further help in this area do contact me.

We have launched a new service based on Chatbot designing. It's a new business, new venture that I am launching and I am telling you that it will be one of the biggest things for years and years to come for me as well as for you.

So if you are interested in getting your first employee who will do all this seemingly impossible task, at impossible speed, with impossible perfection then do get in touch.

I have given more details about this on page number five. Check there for more information.

## Where you can use this bot?

**1. Getting more customers** - You can use this for actually generating leads or interacting with your lead automatically on various platforms such as website WhatsApp Facebook and so on.

**2. Marketing** - For marketing, for increasing awareness about your brand. This will keep on working continuously, keep on giving consistent information to everyone who is even slightly interested in your offerings.

**3. Customer Support** - You can use the bots in customer care or customer support area. When anyone who is having any question about their purchases after the sales then these bots can help you. Which won't cost you much in the long term as well as considering the total number of customers the bot will serve.

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## Great Thoughts to live by . . .

“ ‘Do something everyday that scares you,’

“**Failure Quotient** - Each of us has our own personal failure quotient.

In other words, how many times is a person willing to fail before succeeding? How many times are they willing to get knocked down and then get back up, knowing that they are almost certain to get knocked back down again?

How much failure can they endure on the road to success?

Perhaps the single most important factor that determines if a person will achieve everything they want in life, or simply settle for crumbs, is **their failure quotient**.

“It is what we believe, what we think, what we expect, that shapes and determines our lives.

“A one talent man with an overmastering self-faith often accomplishes more than a Ten Talent Man who does not believe in himself.

"Don't stare up the steps of success; step up the stairs." - Mark Twain

“Remember that the moment you decide to make your life dream come true you have already taken the first step in achieving it. But you will stop there if you do not take further actions.



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# Million Dollar Resources

It's very hard to find really GOOD vendors or suppliers or reliable person to get various things done. I have personally faced many problems due to this. So here I am making these sources available to you all. I highly recommend everyone listed on the following list.

**Disclosure – I am NOT getting anything in return whether you chose to use services from the people listed in the following lists. If you don't want to use their services that's fine. IF you chose to use their services, then the total responsibility is yours - not mine. I am just introducing you.**

## **Suvastu Commercial Real Estate Services -**

Manisha Gurule is running this firm with her team. They specialize in all types of commercial places. So if you have any need wrt office or commercial place, you can contact her. M - 99210 76779.

Website = <http://www.Nasik-Property.com>.

Disclosure - She is my wife.

## **For Website Designing services - LBM Infotech**

They have been in the business since many years. Got good team. And their designs are very nice. You can contact Lalit Desai—who handles all marketing front. His number - 9552651077 or visit their website [www.lbminfotech.com](http://www.lbminfotech.com).

## **For Xerox - Narmada Enterprises-**

IT is located on College Road. Just beside the Axis Bank. And the service they provide is really unmatched. In addition to xerox they provide lamination, binding services, too. Their number is - 0253 - 2310072.

## **For all types of Printing work -**

Sudarshan Shah - Number - 98225 17404. The quality of the work as well as the service he gives is really great. Since I was introduced to him, I have not used any other printer for anything.

## **For SMS Services -**

Call Gauri or Nilesh at Rich Solutions, Nasik. He provides internet based SMS services. And his service is really good. You can use this SMS service to be in touch with your clients on regular basis. This is one of the best & one of the most cost-effective way to approach & keep in touch of your clients. Almost all of my client's are using their services. You can contact them on— 9595902003.



**Business Growth & Consulting  
Program**

2, 2nd Floor, Raunak  
Apartment, Rameshwar  
Nagar, Gangapur Road,  
Nashik

M - 9822545922  
E-mail: info@AdmanAgency.com

We are on internet

[www.AdmanAgency.com](http://www.AdmanAgency.com)



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This newsletter is published for information purposes only. Please use your own judgment before using the concepts provided here. We won't be responsible for anything that happens due to the info given.

Secondly, this is in NO WAY an attempt to judge you or your business or your business procedures. What I am sharing with you is how to marketing knowledge that has been used effectively by others.

Still, if you do not wish to get this newsletter, simply tell me by calling or sending SMS. And I shall stop sending it to you.

Thanks.  
Rajesh Gurule

## Have A Good Laugh Today . . . Read This

### COMMON SENSE

A mysterious building had been erected on the outskirts of a small town. It was shrouded in mystery. All that was known about it was that it was a chemical laboratory.

An old farmer, driving past the place after work had been started, and seeing a man in the doorway, called to him : 'What are you doing in this place ?'  
'We are searching for a universal solvent — something that will dissolve all things,' said the chemist.

'What good will that be?'

'Imagine, sir! It will dissolve all things. If we want a solution of iron, glass, gold — anything, all that we have to do is to drop it in this solution.'

'Fine,' said the farmer, 'fine ! What are you going to keep it in?'

### CONSEQUENCES

A teacher asked her class in spelling to state the difference between the words "results" and "consequences."

A bright girl replied, "Results are what you expect, and consequences are what you get."

### STEPMOTHER

Robert has lately acquired a stepmother. Hoping to win his affection this new parent has been very lenient with him, while his father, feeling his responsibility, has been unusually strict.

The boys of the neighborhood, who had taken pains to warn Robert of the terrible character of stepmothers in general, recently waited for him. The conversation:

"How do you like your stepmother. Bob?"

"Like her! Why fellers, I just love her. All I wish is I had a stepfather, too."