

TESTIMONIALS

"Good Morning Lusi, just want to share with you that we had the highest sales ever for May! 52% higher than my highest month since I became agency leader 7 years ago. Thank you so much for your guidance!"

Bernard Ho
Sales Director, Prudential

"Hi Coach, I just closed another 1170 EFYC today again! I can't believe it. Lol :) All cases are small but it's almost everyday! All these never happened in my years in insurance before! BIG Thank you!"

"Hi Coach, I just received news today that I'm top 3 in the whole of Manulife for this month. Though the month has not ended yet, I'll do my best to be the top! Knowing you is the best thing in my life! Thank you :)"

Jessica Wong
Financial Advisor, Manulife

"Hello Lusi, SAPT is truly useful. Anyway I just did a mid-year review in July and realised that my production from January to date far exceeded my entire production for last year!! Your course has definitely played a part in this. I am truly blessed by your teachings. Big thank you!"

Lawrence Chow
Financial Advisor, Finexis

"Chief, my productivity has gone up by more than 100%! My results for the past two months surpassed what I had managed in 6 months. Your course had empowered me to stay focused and communicate more effectively with people especially my GF.."

Sik Swee Yong
Financial Manager, Great Eastern

"Got Double Hit today after applying the techniques taught in SAPT! Closed a 4 Bedrooms \$1.066m and a Studio \$1.039m! Super thrilled!"

Jeffrey Teng
Real Estate Associate, CBRE Realty

"Hi Lusi :, I just learnt from one of my directors that I have clocked the highest new biz sales in 2013 in the entire Elpis. And I also qualify for MDRT. I will be heading for MDRT conference in Toronto this June. All these would not have been possible without your guidance. Once again a BIG THANK YOU! "

Deon Tay
Financial Consultant, Elpis

"So far, this is the best course I've ever attended and considering that I have attended an estimated 10 sales courses per year for the past 4 years!"

Adrian Tong
Financial Consultant, Elpis

"Hi Lusi, I am so happy that I managed to close AIPI \$11,000 today. I was supposed to close \$2,000 AIPI only but managed to up-sell him by using what you taught me in SAPT!"

Diana Ng
Financial Advisor, Prudential

"I just used 2 of the methods taught in class, procedural close followed by assumption close. And I closed a pretty big case of \$11K annual premiums! Thank you for the lesson."

Donald Leong
Financial Advisor, Finexis

Sales Aptitude & Proficiency Technology (SAPT)

Where Sales Is Proven By
Track Record. Period.



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Dear Fellow Sales Comrades,

You have probably chosen a sales career because it's challenging, satisfying and yet financially rewarding.

While some of you are probably doing well, some of you are not. Yet, you persisted because it is just so painful to let go the dreams you have held on so dearly, or simply because you are the sole bread winner of your family.

For others, you may be just taking the first step into a sales career, holding high hopes to what may come.

I have walked down that road before. I had given up a secured and comfortable 9-to-5 accountant job to pursue a sales profession that is fully commissioned. It's a decision that had its moments of fear as I was venturing into the unknown, yet, it's a decision I would gladly take it again if I could turn back time. Nevertheless, it's a decision that had won me an early retirement at a young age of 35!

The key to my success is my skill set to establish trust with people of different personalities and diverse backgrounds, to bring value to their needs, to create buy-in and secure long term client loyalty.

My experience had won me thousands of loyal clients, from top CEO of big banks and corporations, C-level management, senior managers, executives, and right down to housewives and even students.

Therefore, I can totally feel for you if you are struggling in your sales career. I can feel your pain and frustration for all the hard work you have put in and yet it bore little or no result. You don't have to struggle anymore if you truly master Sales Aptitude and Proficiency Technology. I will not only show you, step by step, on what to do, but also how to execute it, with the right choices of words, tonality, body language, etc. I would urge you to find out more about this program which I have personally crafted and developed, based on more than 10 years of consistent sales records, a program which will reveal the secrets of how I stamped my mark as the Global No. 1 Producer and how I help others achieve 5-figure income monthly.

Lusi

CEO | Chief Coach

Lusi Group



SALES APTITUDE & PROFICIENCY TECHNOLOGY

MODULE 1

How to Develop the Right Mindset to be Successful in Sales

To achieve success in sales, the first step is to develop the correct mindset and attitude that will help you attain sustainable results in the long term.

- Develop motivation that empowers you from within
- Overcome mental blocks that deter you from succeeding in sales
- Form a clear vision of your goal
- Build discipline and focus

MODULE 2

How to Generate Endless Leads and Recurring Referrals

To kickstart your sales journey, you must first have the ability to generate endless leads to bring in business through perfecting the art of teasers and getting recurring referrals from your existing clients.

- A step-by-step guide in leads generation to get you started now!
- Master the art of the teaser – ignite their interest so your prospects want more
- Proven strategy/method of getting rock-solid referrals from your existing clients

MODULE 3

How to Turn a Cold Lead into a Hot Prospect during Appointment Making

You have made thousands of calls yet only few responded. Learn how to make these cold leads count by learning proven techniques to convert them into hot prospects.

- Overcome the fear of making appointments
- Master proven techniques to turn a cold prospect into a hot prospect
- Learn the appointment making script that is proven to “sell the appointment”

MODULE 4

How to Gather the Facts to Ensure a Productive Appointment

Closing a sale starts with getting to know more about the background and needs of your prospects so that you will gain a better understanding of how you can best meet their needs.

- Asking the “right questions”
- Gather the necessary facts you need to close the sale
- Learn to differentiate suspects from prospects

MODULE 5

How to Establish Rapport and Trust

Your success rate in closing a sale is largely dependent on the extent of which you are able to gain the trust of and build rapport with your clients, such that they see you as a trusted friend rather than just a salesperson.

- Connecting with your prospect on the spot
- Know what to say and how to say it to build instant trust
- Learn how to upsell yourself and gain clients' recognition and respect

MODULE 6

How to Present the Benefits and Ignite Buying Interest

Learn how to match the needs of clients with the benefits of your products – thereby igniting their buying interests, so that they want more!

- How to hit the hot buttons of your clients
- How hitting their hot buttons can motivate them to take action
- How to keep the objections, if any, to the minimum

MODULE 7

How to Convert a “No” into a “Yes”

Handling objections often strikes fear in salespersons and is a major stumbling block in sales. Learn the art of handling objections and convert them into closing opportunities.

- The ART of managing objections
- Do not focus on getting the answers to the questions, but focus on the concerns
- Learn how to turn all objections into opportunities to seal the deal

MODULE 8

How to Follow Up, Seal the Deal and Up the Order!

Mastering the 4 proven closing techniques of all time will help you achieve the most crucial objective in sales – sealing the deal.

- Master 4 proven, tested & useable closing techniques – with specific choice of words
- How to up-sell and increase the effectiveness of your time spent
- How to follow up effectively, if absolutely necessary