



ADAPTING REAL ESTATE SALES AND RELATIONSHIP MANAGEMENT IN THE DIGITAL AGE

Master Modern Property Sales with Digital & AI Tools.
A Sales and Digital Masterclass for Today's Realty
Professionals

DIGITAL AGE

REAL ESTATE



www.starsapphiretraining.com



Course Overview

This course walks you, step by simple step, through setting up WhatsApp-based chat funnels, crafting Facebook and Instagram ads with your smartphone, and running quick virtual tours that clients can join from their own homes. You'll learn to use free AI prompts to scan market trends and price listings right, so you spend less time guessing and more time closing deals. With mobile connections topping 205 million across Nigeria, your next buyer is just a notification away this program shows you exactly how to get that ping and turn it into cash in hand.

- **51% of homebuyers found homes via online search (NAR, 2024)**
- **107M Nigerians are active internet users (Jan 2025)**
- **Real-life scenario:** missed calls turned into leads using WhatsApp, FB ads, and virtual tours
- **AI tools help price listings and scan market trends**
- **205M mobile connections = your next buyer is one ping away**

Make every 'maybe' into 'money' in Nigeria's fast-moving property scene.

"How you sell is more important than what you sell." – Andy Paul



Executive Summary

This sales and relationship management masterclass immerses you in step-by-step creation of multi-channel lead campaigns from AI-crafted ad copy to SMS drip sequences, ensuring every prospect advances predictably through your sales funnel, putting you in control of your deals. combining:

- **2-day virtual training + 1-day in-person closing**
- **Full digital toolkit to control your deals**
- **Designed for the Nigerian real estate space**

This intensive, hands-on masterclass empowers real estate professionals to not only survive but thrive in Nigeria's fast-evolving digital landscape. With buyers and investors increasingly relying on online platforms, the rules of real estate have changed and this course shows you how to stay ahead of the curve.

Over the span of two virtual sessions and one in-person closing event, you'll master the art of creating high-converting, multi-channel sales campaigns from AI-assisted lead generation to social media storytelling and strategic follow-ups.

Using tools that fit right into your mobile lifestyle like WhatsApp, Instagram, and free AI prompt tools.





Learn How to Become a
PROFESSIONAL
In
REAL ESTATE

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Course Objectives

- **Master a Proven Sales Framework:** Equip participants with a step-by-step real-estate sales methodology that accelerates deal closures .
- **Leverage Digital & AI Tools:** Enable effective use of online funnels, CRM analytics, and AI-powered market research to generate high-quality leads .
- **Develop Advanced Negotiation Skills:** Teach psychology-backed tactics for anchoring, concessions, and value-stacking to maximize commissions .
- **Build Sustainable Referral Systems:** Create automated follow-up sequences and incentive programs that drive repeat business and raving referrals .



Course Benefits

You will learn how to design effective digital marketing funnels that guide potential clients step-by-step from initial awareness to final purchase, increasing the chances of closing deals. You'll gain practical negotiation strategies that use persuasive language patterns and proven frameworks to help you secure better terms and close deals with confidence. The course teaches how to deliver exceptional service before, during, and after a sale creating a client experience that naturally leads to repeat business and high-value referrals.

By leveraging AI-powered dashboards and market research tools, you'll learn how to anticipate real estate trends and make data-driven decisions that give you a competitive edge. You'll discover how to build trust quickly with prospects by using effective communication techniques, including the science-backed 7-38-55 rule, which emphasizes tone and body language in sales interactions.

Master Digital Marketing Funnels

Learn to design multi-step online journeys that guide prospects from awareness to signed contract.

Persuasive Negotiation Tactics

Apply proven language patterns and closing frameworks to secure optimal deal terms.

Elevate Service for Referrals

Implement pre- and post-sale client nurturing that generates 80 %+ of referrals in B2B services.

Build Emotional Trust

Leverage the 7-38-55 communication rule to establish instant rapport—crucial in both virtual and face-to-face interactions .

Harness Data-Driven Trends

Use analytics dashboards and AI insights to anticipate market shifts and tailor your offers scientifically.

Pricing and Special Offers

Bonus Offers

- “Send 5, Get 2 Free” early-bird bundle
- “Send 50, Receive Free Digital Solutions” final-negotiation deal

Groups	Price
Per Delegate	₦50,000
(10-19 Group)	₦45,000
(20-49 Group)	₦42,500
(50+ Group)	₦37,500

Course Modules

SALES FUNDAMENTALS & PROSPECT MAPPING

Anatomy of a winning listing, journey mapping, and lead-qualification frameworks.



ADVANCED PROSPECTING TECHNIQUES

Social-media funnels, targeted email/SMS campaigns, and high-value networking strategies.

Course Modules

VIRTUAL & IN-PERSON PRESENTATIONS

Crafting compelling property tours with multimedia, storytelling, and emotional triggers.



AI-ENHANCED MARKET RESEARCH

Prompt engineering for real-time insights on pricing, demand forecasting, and competitive analysis.

Course Modules

STRATEGIC CLOSING & OBJECTION HANDLING

High-impact language patterns, anchoring tactics, and structured objection-resolution frameworks.



CRM AUTOMATION & REFERRAL ENGINE DESIGN

Building automated touchpoints, lead-scoring models, and referral incentive programs for sustained growth.



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