

Circular No.: 435(a) – Sales

Date 21.12.11

Sub:- Life style product

1. Executive are finding it difficult to answer queries of customers regarding prices. Executive must be clear about the following:-
 - a. We are selling a life style product.
 - b. The environment around the flat / villa is controlled.
 - c. Our products are vastly different from stand alone apartment complexes or independent houses. Gated amenities cannot be compared with such stand alone flats / villas.
 - d. Quality of life is enhanced by the design of flat / villa, ventilation, amenities provided and control over surrounding development.
 - e. A small premium, far out weighting the benefits may have to be paid by the customer.
 - f. Emphasize that if the customer can afford the life style product they must chose it over stand alone flat / villas.
 - g. Flip the resistance to price by admitting our higher price but at the same time making it clear that the customer must buy a product only if they can afford it. Put the ball in the customer's court. Let them defend the issue of affordability with their family.
2. Two draft letters are enclosed. They must be sent on the following day after site visit. Send by email wherever possible otherwise send hard copy by courier. Ensure that email ID or mailing address is obtained during site visits. If required courier can be send from head office.

Soham Modi

Draft for letter – Print on Modi Properties Letter Head

Don't just buy a flat / villa! Buy a great life style!

To,

< Customer Name>

<Customer Address>

Dear Customer,

Date: __

We sincerely thank you for visiting our projects.

Our primary objective is to provide you a great life style. Our projects reflect the attitudes and values of our customers. Care has been taken to ensure that important design parameters and the amenities provided are tuned to the life style of our customers.

Clearly, our flats/villas are not stand alone products. Our gated communities are designed to control the environment around your living space. One can buy a flat or villa and endow it with luxious specifications, but it's almost impossible to control the surrounding development. This is what we have set to achieve. Besides, it is beyond the scope of one family to maintain the amenities and ambience provided in our projects.

Best price Vs best deal!

Several low cost options of stand alone flats/independent houses are available in areas around our projects. Most of them are at very affordable prices. However, the lowest cost flat/independent house is rarely the best deal!

Apart from considerations like title, sanctions, quality, timely completion, etc., the main criteria for choosing your home should be more holistic. Your family may seriously compromise their quality of life in return for a small saving. It may be worthwhile for our customers to consider paying a small premium for a great life style. After all your family deserves it!

We hope that our executives have guided you through the features that make your home a life style product. Please feel free to contact us for any further information.

Thank You.

Yours sincerely,

<Managers Name>

<Designation>

Draft for email

Don't just buy a flat / villa! Buy a great life style!

Dear Customer,

Date: __

We sincerely thank you for visiting our projects.

Our primary objective is to provide you a great life style. Our projects reflect the attitudes and values of our customers. Care has been taken to ensure that important design parameters and the amenities provided are tuned to the life style of our customers.

Clearly, our flats/villas are not stand alone products. Our gated communities are designed to control the environment around your living space. One can buy a flat or villa and endow it with luxious specifications, but it's almost impossible to control the surrounding development. This is what we have set to achieve. Besides, it is beyond the scope of one family to maintain the amenities and ambience provided in our projects.

Best price Vs best deal!

Several low cost options of stand alone flats/independent houses are available in areas around our projects. Most of them are at very affordable prices. However, the lowest cost flat/independent house is rarely the best deal!

Apart from considerations like title, sanctions, quality, timely completion, etc., the main criteria for choosing your home should be more holistic. Your family may seriously compromise their quality of life in return for a small saving. It may be worthwhile for our customers to consider paying a small premium for a great life style. After all your family deserves it!

We hope that our executives have guided you through the features that make your home a life style product. Please feel free to contact us for any further information.

Regards,

<Managers Name>

<Designation>