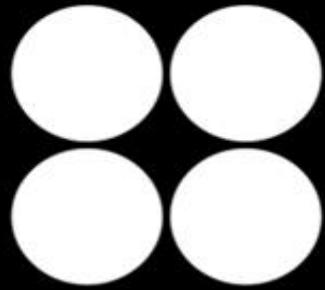




START RIGHT  
and  
STAY ON TOP

Alejandro San Gil Mañalac



**HAVITAS**  
DEVELOPMENTS

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

17F Philamlife Tower  
8767 Paseo de Roxas  
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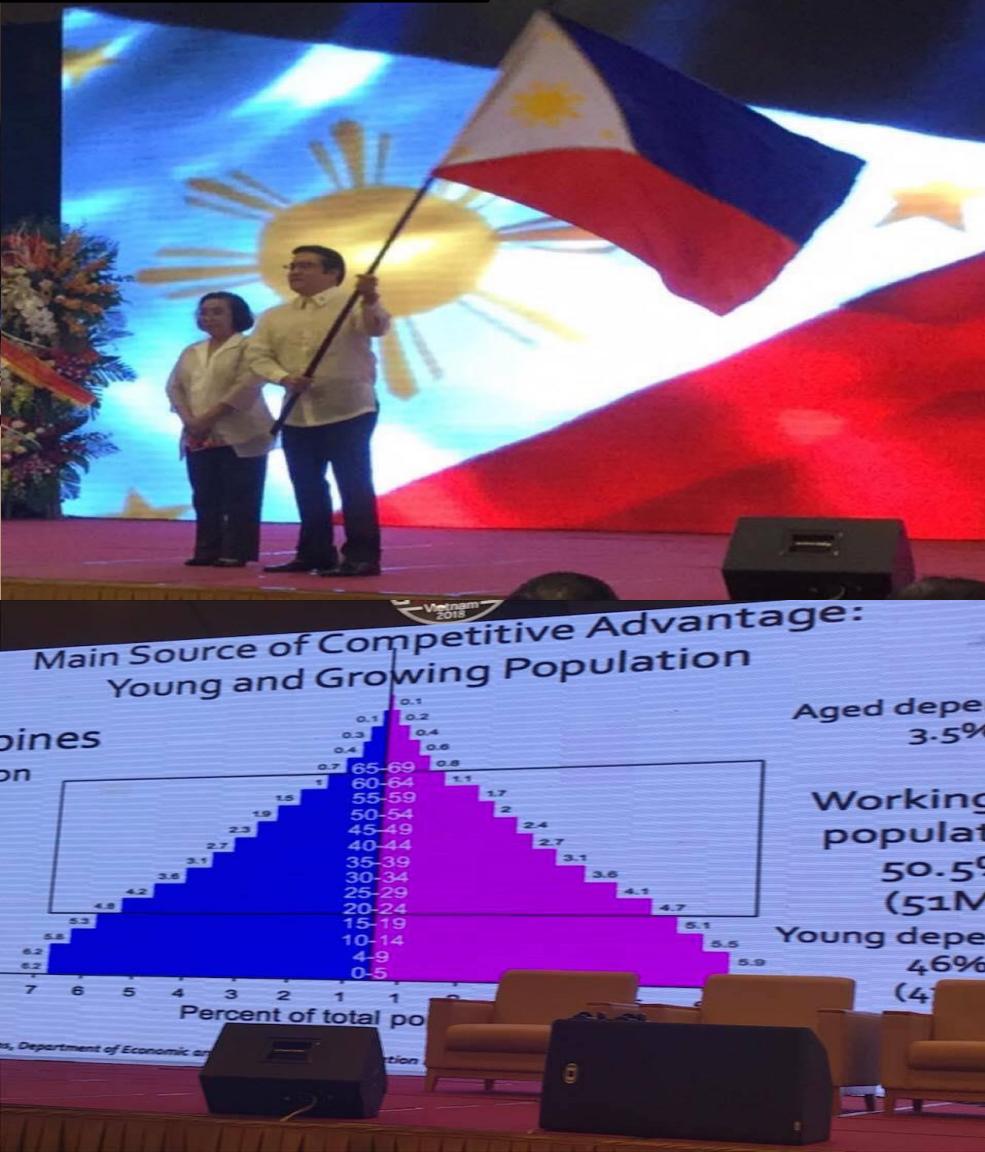


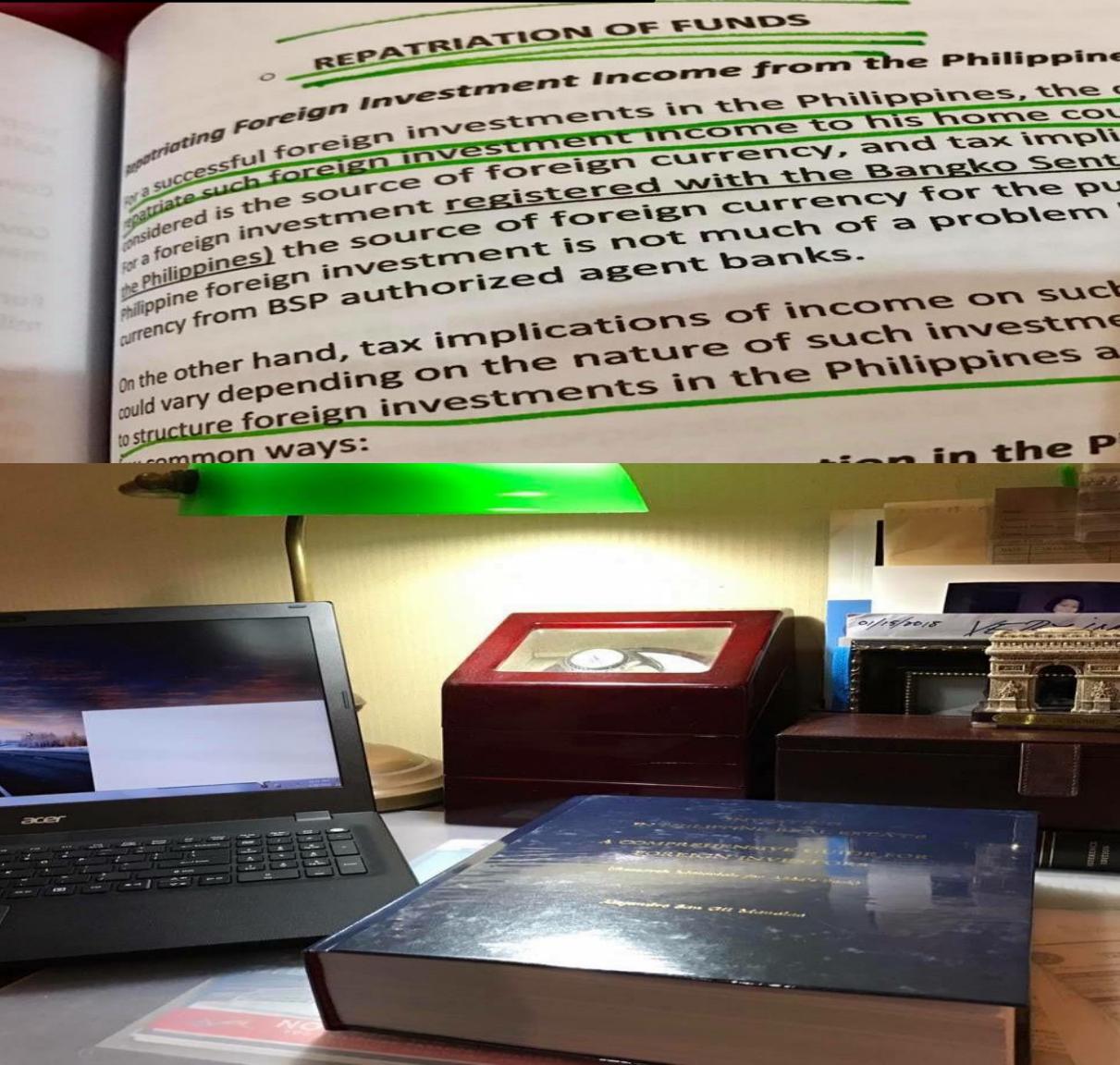
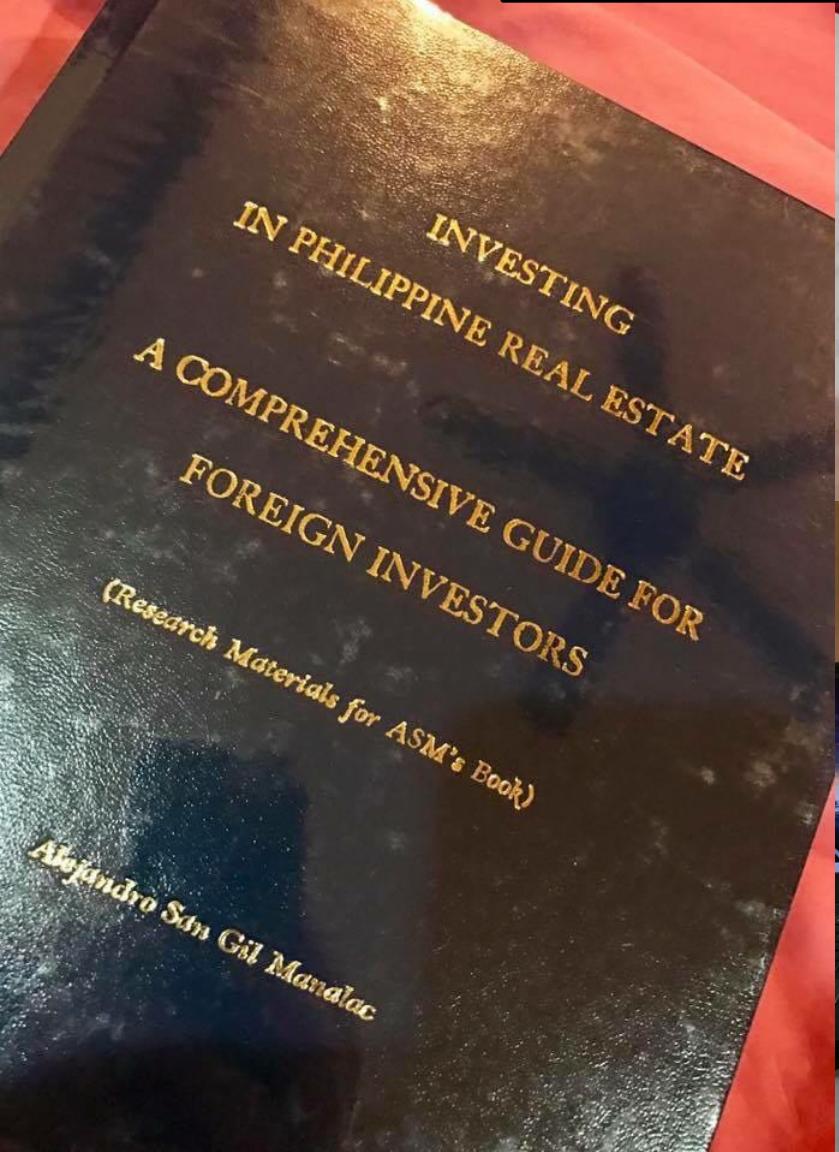
LET AN EXPERIENCED DEVELOPMENT TEAM HELP YOU.

Are you an owner of idle land or an investor who would like to venture into real estate development but don't know how?

**AGENT, in 1989. No  
Allowance, No Technology,  
No High tech Marketing,  
No Fancy Showrooms or flashy  
Brochures..and in CRISIS**













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# SHARK PRINCIPLES

---

DEVELOPING CHAMPIONS WITH VALUES

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# What do Investors look for?

**SPECIALISTS** who are  
**HONEST**, with  
**AUTHORITY** in their field,  
**RESPONSIVE** to their needs and  
**KNOWLEDGEABLE** with what  
they are offering.



THE SHARK'S SECRETS  
REVEALED



# **S H A R K**

## As a Salesperson

Sysmatic & **S**

**H** Hardworking w/

Adequate **A**

**R** Real Estate

Knowledge **K**



# SHARK

As a Champion Salesman

Skills (continually developed)

S

H Heart (passionate, determined)

Attitude (positive)

A

R Resilience (...no matter what...)

K

Knowledge (Industry, Company, Projects)



# SHARK

## As a Team

Synergy    **S**

**H** Harmony

Alliance    **A**

**R** Respect for  
each other

Kamaraderie    **K**



# SHARK

## As a Team Player

Share **S**

**H** Help

Assist your new  
members **A**

**R** Respect clients of others

Keep the team's  
secrets **K**



# SHARK

## Priorities for Working

Savings and Security    **S**

**H** Health

Ambition    **A**

**R** Recognition

Kapricho    **K**



# SHARK

## Money Management

Savings and Security    **S**

Household Expenses    **H**

Assets    **A**

Recreation    **R**

Kapricho    **K**



# SHARK TO STAY AS CHAMPIONS

SERVICE    **S**

**H** HUNGER for  
knowledge

ACTIVE NETWORK    **A**

**R** REPUTATION

KARMA    **K**



# **S H A R K**

As a CHRISTIAN

**S** Seek first the KINGDOM OF GOD

**H** Have faith when you ask

**A** Act now. Tomorrow may be too late.

**R** Remove excess weight (Hebrews 12:1)

**K** Know that when you make a Decisions, GOD  
will EMPOWER YOU TO SUCCEED!



S E E K   F I R S T   T H E   K I N G D O M   O F   G O D

---

- ❖ In whatever you do, pray first! Pray for inspiration, pray for enlightenment, pray to God to Bless your Hard work.
- ❖ Do not rely on your own skills, effort or knowledge. We cannot do anything without HIM!
- ❖ Offer all your efforts for HIS greater Glory and do everything in HIS mighty name.



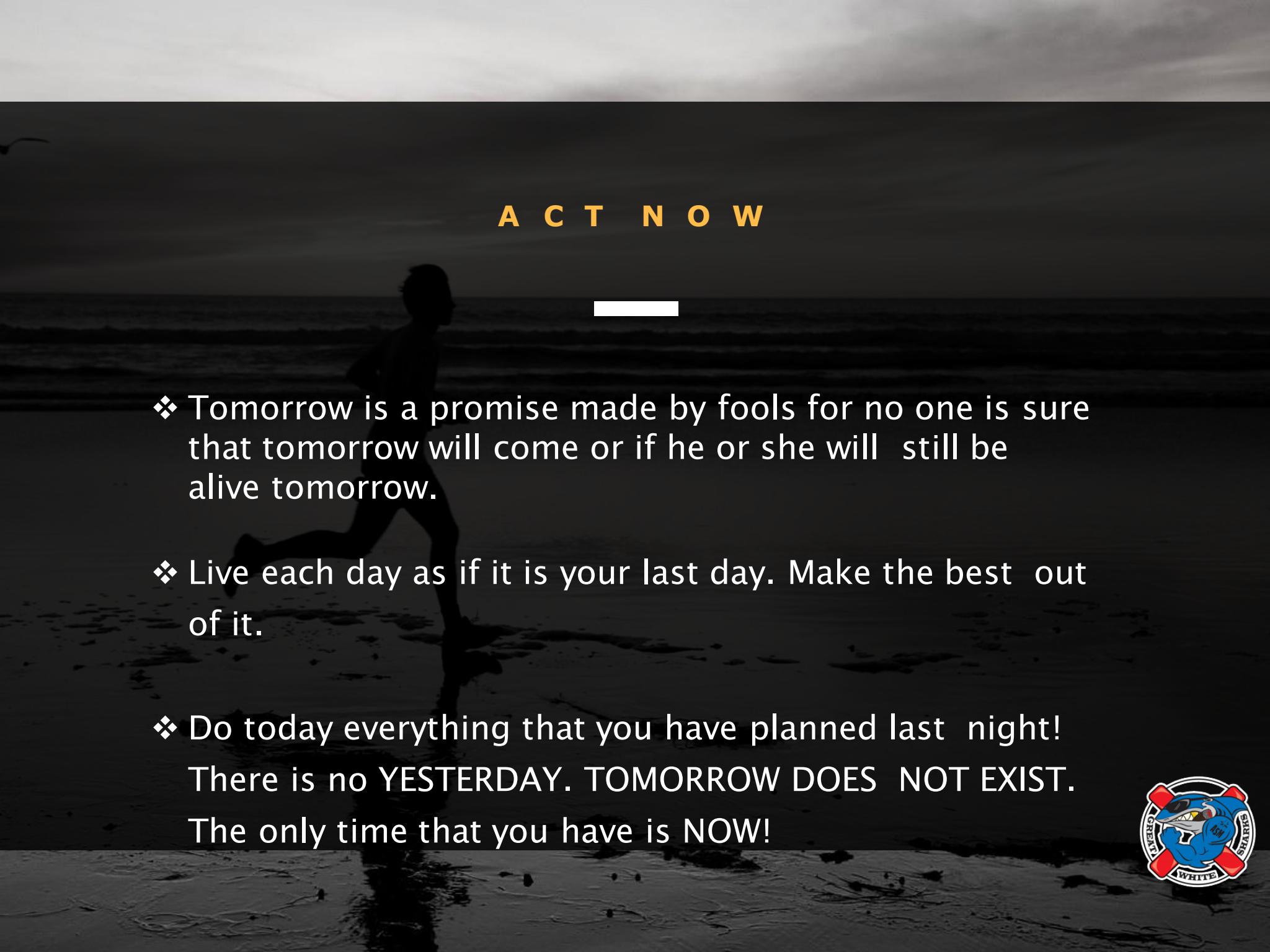
H A V E F A I T H W H E N Y O U A S K

---

- ❖ Have TRUE FAITH! Have REAL FAITH!
- ❖ Whenever you ask Him for anything, except that he will give it to you or something better! In my case, it is always something better!



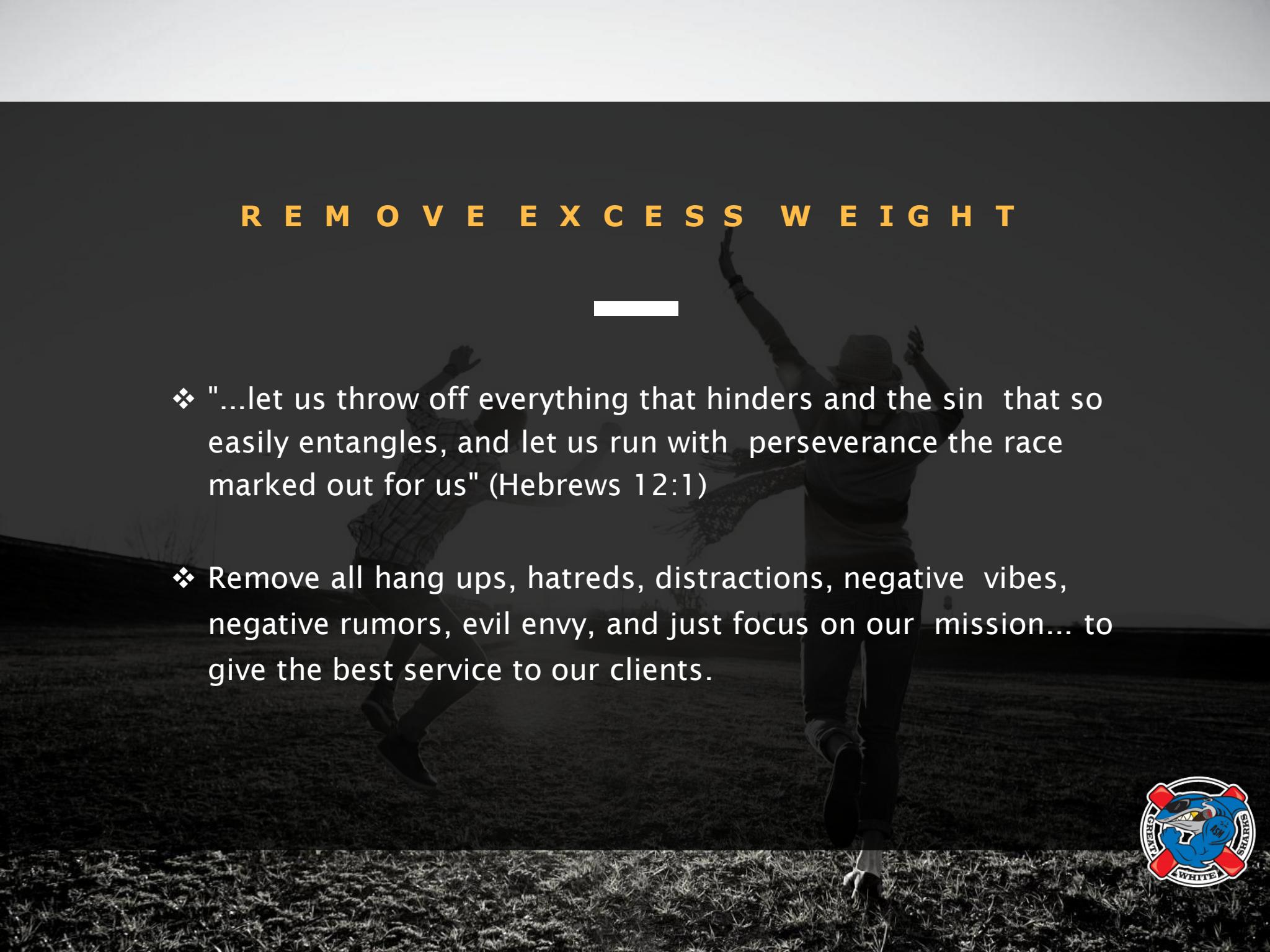
A C T   N O W

A dark, moody photograph of a person's silhouette walking along a beach towards the ocean at sunset or sunrise. The sky is filled with dramatic, warm-toned clouds. The ocean waves are visible in the background.

- ❖ Tomorrow is a promise made by fools for no one is sure that tomorrow will come or if he or she will still be alive tomorrow.
- ❖ Live each day as if it is your last day. Make the best out of it.
- ❖ Do today everything that you have planned last night! There is no YESTERDAY. TOMORROW DOES NOT EXIST. The only time that you have is NOW!



## R E M O V E   E X C E S S   W E I G H T



- ❖ "...let us throw off everything that hinders and the sin that so easily entangles, and let us run with perseverance the race marked out for us" (Hebrews 12:1)
- ❖ Remove all hang ups, hatreds, distractions, negative vibes, negative rumors, evil envy, and just focus on our mission... to give the best service to our clients.



K N O W   T H A T   W H E N   Y O U   M A K E   A  
D E C I S I O N ,   G O D   W I L L   E M P O W E R  
Y O U   T O   S U C C E E D



- ❖ We are all GOD's favored children! What kind of father does not want his children to succeed? Just let HIM know what you want and what you are planning to do and ask for HIS blessings. You will be surprised what HE can orchestrate in the universe to bring your dreams into reality.



THIS WORKS!



Whether you believe it or not, this worked for me and still works for me... and I just want to share it with you...*now the choice is yours...*

In your next speech... do not forget...

***TO GOD BE ALL THE HONOR AND GLORY!***



# **SHARK BRANDING IN TIMES OF COVID CRISIS**

**S**erve, Share, Shift

**H**ELP. Hold hands with your clients & agents

**A**SSOCIATE with positive people

**R**EINVENT YOURSELF

**K**EEP YOUR AGENTS LOYAL\* to you. (loyalty does not only mean that you are staying with a company or a person. Do not mistake loyalty from lack of options.). **A loyal person not only stays with you but has the growth of your company in mind.**



# PART II

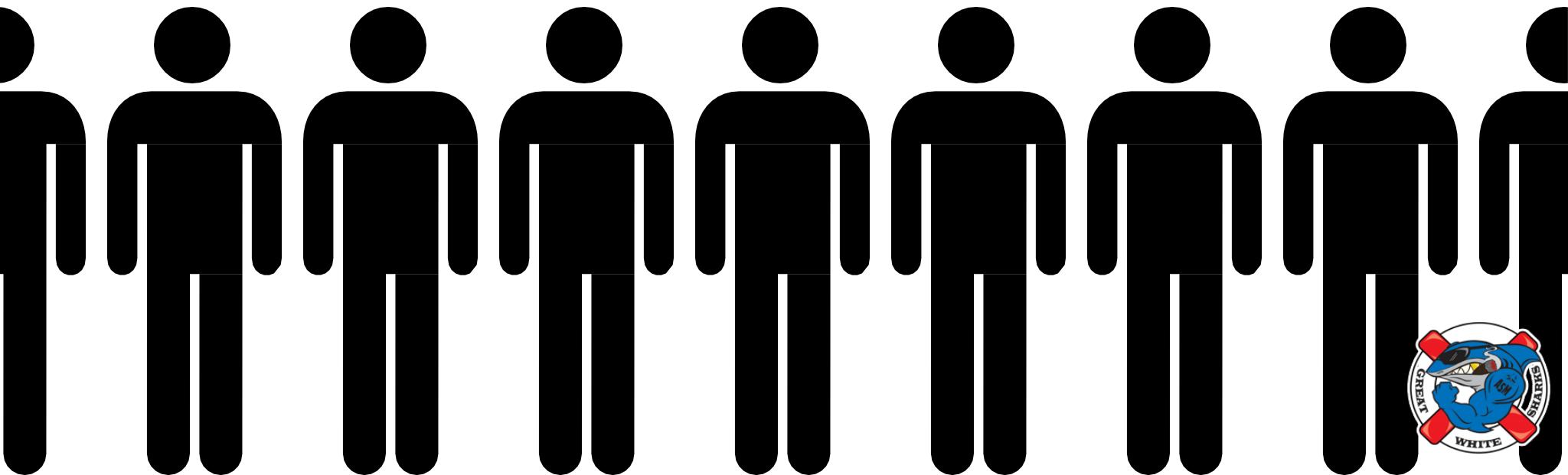
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# THE SHARK SELLING PRINCIPLE



# THE SHARK PROSPECTING



# S H A R K PROSPECTING

- S** Set a daily target of number of Prospects to call
- H** Happy existing clients will bring you continuous source of leads
- A** Appointment setting is a skill you have to develop
- R** Referrals from very influential friends / clients are still your best source
- K** Keep on giving updates to your prospects. Keep them warm



# THE SHARK PRESENTATION



# SHARK PRESENTATION

- S** Short, Sweet and Sensitive
- H** Highlight the Unique Selling features
- A** Attentive to buyer's reaction
- R** Repeat / Recap
- K** Keep in Control of the presentation



# THE SHARK NEGOTIATION



# **S H A R K NEGOTIATION**

- S** Set your objective / MIN & MAX
- H** Hold your position. Watch out for Flinches & Nibbles
- A** Ask for Something in Return when they demand for something
- R** Reserve some issues for Higher Authority
- K** Keep your clinchers until the end. Do not give away everything at the start.



# THE SHARK HANDLING OBJECTION



# **S H A R K**

## **HANDLING OBJECTION**

- S** Study your project Intensively & Extensively
- H** Hearing is NOT THE SAME as LISTENING
- A** Address concerns not handle Objections
- R** Reflex answers are important
- K** Know and master the Feel, Felt, Found handler.  
(Especially for price objections)



# THE SHARK CLOSING



# **S H A R K**

## **CLOSING**

- S** Set your mind that you will close the sale.  
Have a specific (unit / lot) to offer.
- H** Have the guts to close, to get the check.
- A** ABC. (Always Be Closing)
- R** Ready with your closing paraphernalia (docs, pens, calculators, receipts, etc.)
- K** Keep your posture. (Be excited when presenting, be sober after closing)





## WHY SHOULD PEOPLE BUY YOUR PRODUCT/PROJECT, NOW?

- S**OLUTION to their problem
- H**AVE THE NEED (which you have created)
- A**VAILABILITY IS LIMITED (SCARCITY)
- R**EASSURED WITH YOUR REPUTATION & CREDIBILITY
- K**EEN INTEREST

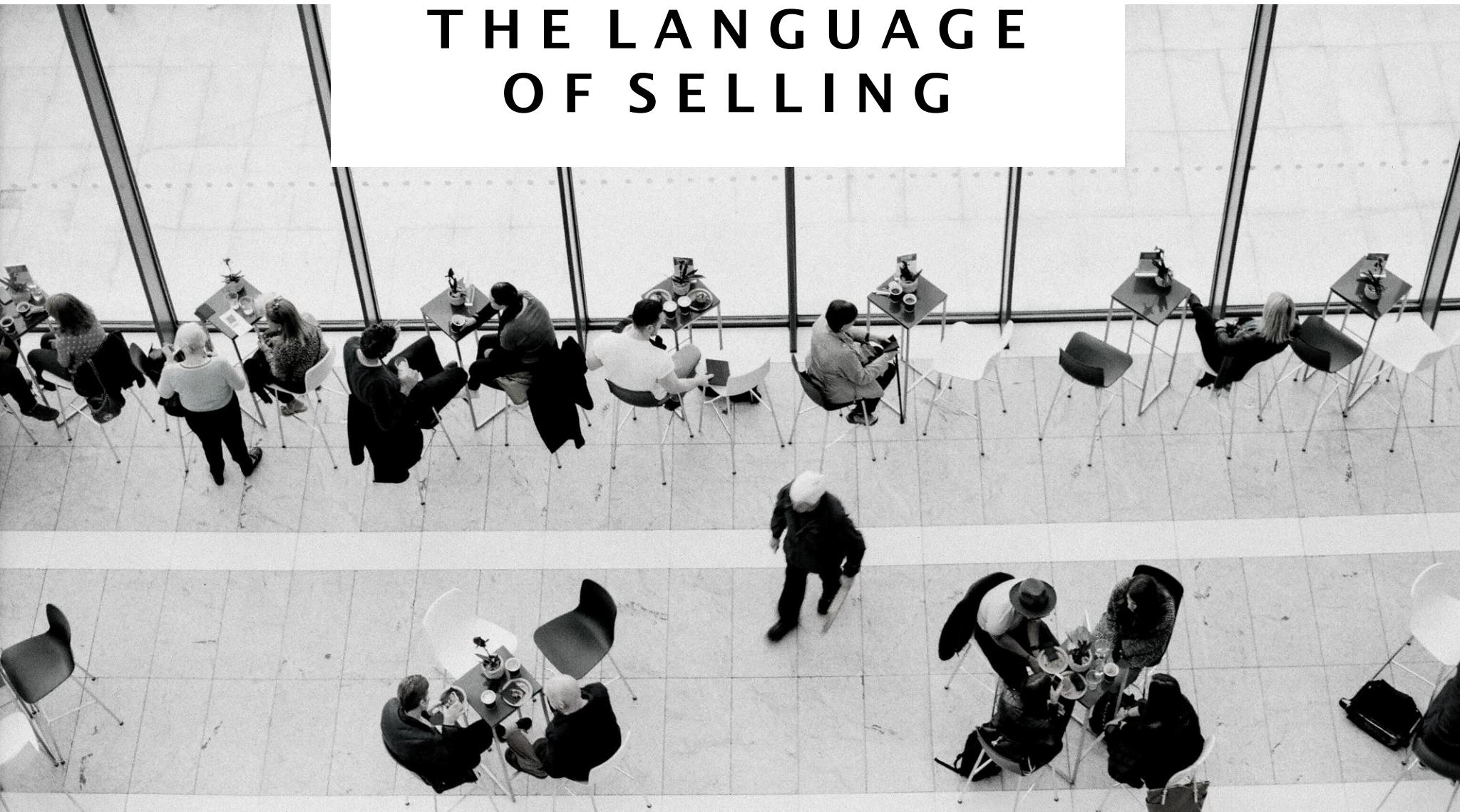




# PART III

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# THE LANGUAGE OF SELLING



Alejandro San Gil Mañalac



# COMPUTER LANGUAGE

10





## 2 G R E A T E S T C O M M A N D M E N T S

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- ❖ Love God with all your heart, with all your soul and with all your mind.
  
- ❖ Love your neighbors as you love yourself.



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## THE LANGUAGE OF SELLING

The Language of Selling has been the same from the time it began.



THE LANGUAGE OF SELLING

F E E L   G O O D  
T R U S T



## F E E L G O O D

- ❖ This will always be the same.
- ❖ The approach, the techniques may evolve and new techniques will be developed, but basically will have to fulfill this objective.
- ❖ The new techniques will just evolve with the times as the level of demand for satisfaction increases or decreases.



## F E E L G O O D

- ❖ A normal human being is naturally pre-disposed to addiction to FEELING GOOD.
  - This emotion is a natural physical function of a mammalian brain originating from its instinct of feeding, caring & grooming their offsprings.
  - It is related to a group of structures in the center of the brain called the LIMBIC SYSTEM which includes the HYPOTHALAMUS, CINGULATE CORTEX, HIPPOCAMPI & other structures.

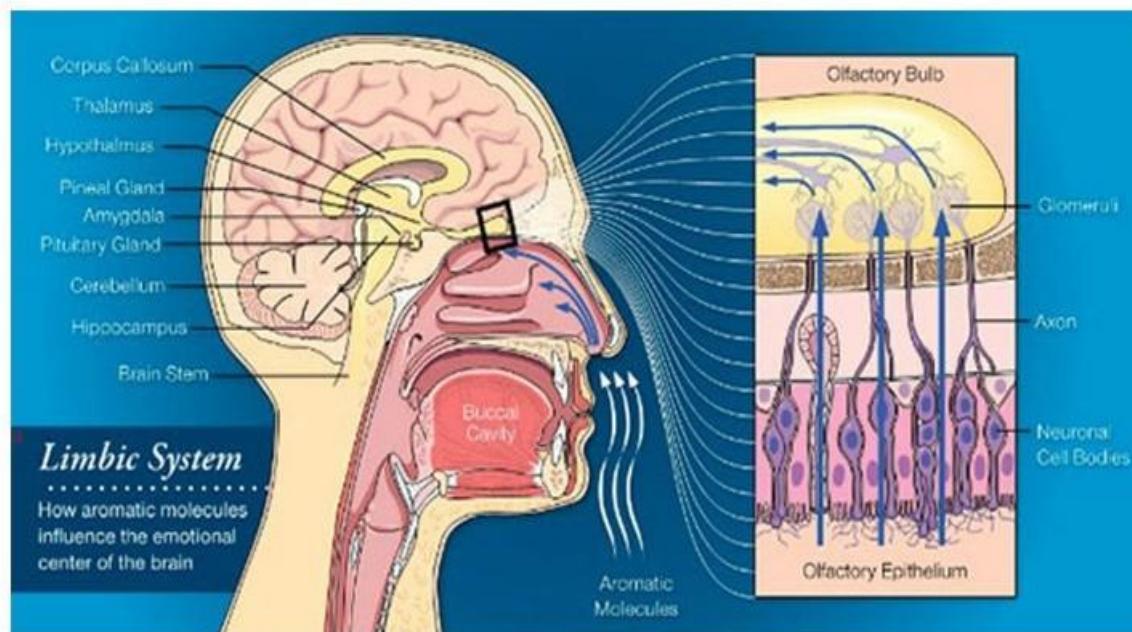
( you see, this is just an example of NOT understanding the language, you might be impressed but not feel good )



# THE *Limbic* SYSTEM

*Scent stimulates nerves to fire in the emotional center of the brain, but it also stimulates the master gland to release hormones. Essential oils can affect us in many ways all at once, just through their fragrance.*

*Anxiety, depression, fear, anger, and joy all emanate from this region. The scent of a special fragrance can evoke memories and emotions before we are even consciously aware of it.*



Source: [bargainblessings.com](http://bargainblessings.com)



F E E L G O O D

- ❖ Punctuality
- ❖ Presentable & Professional Appearance
- ❖ Preparedness
- ❖ Product Knowledge (& Industry as well)
- ❖ Positive Mental Attitude (disposition)
- ❖ Prompt service



# F E E L   G O O D

- ❖ Persuasive Presentation
  - How? They should feel your CONVICTION rather than sense your techniques
  - "Experiential Presentation"
- ❖ Polite Interaction (Negotiation)
  - Address concerns rather than "Handle Objections"
- ❖ Perception of the Value of the Product or Service should be greater than the Price



# T R U S T

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You cannot feel good unless you trust the  
person you are dealing with



F E E L I N G   G O O D  
& T R U S T

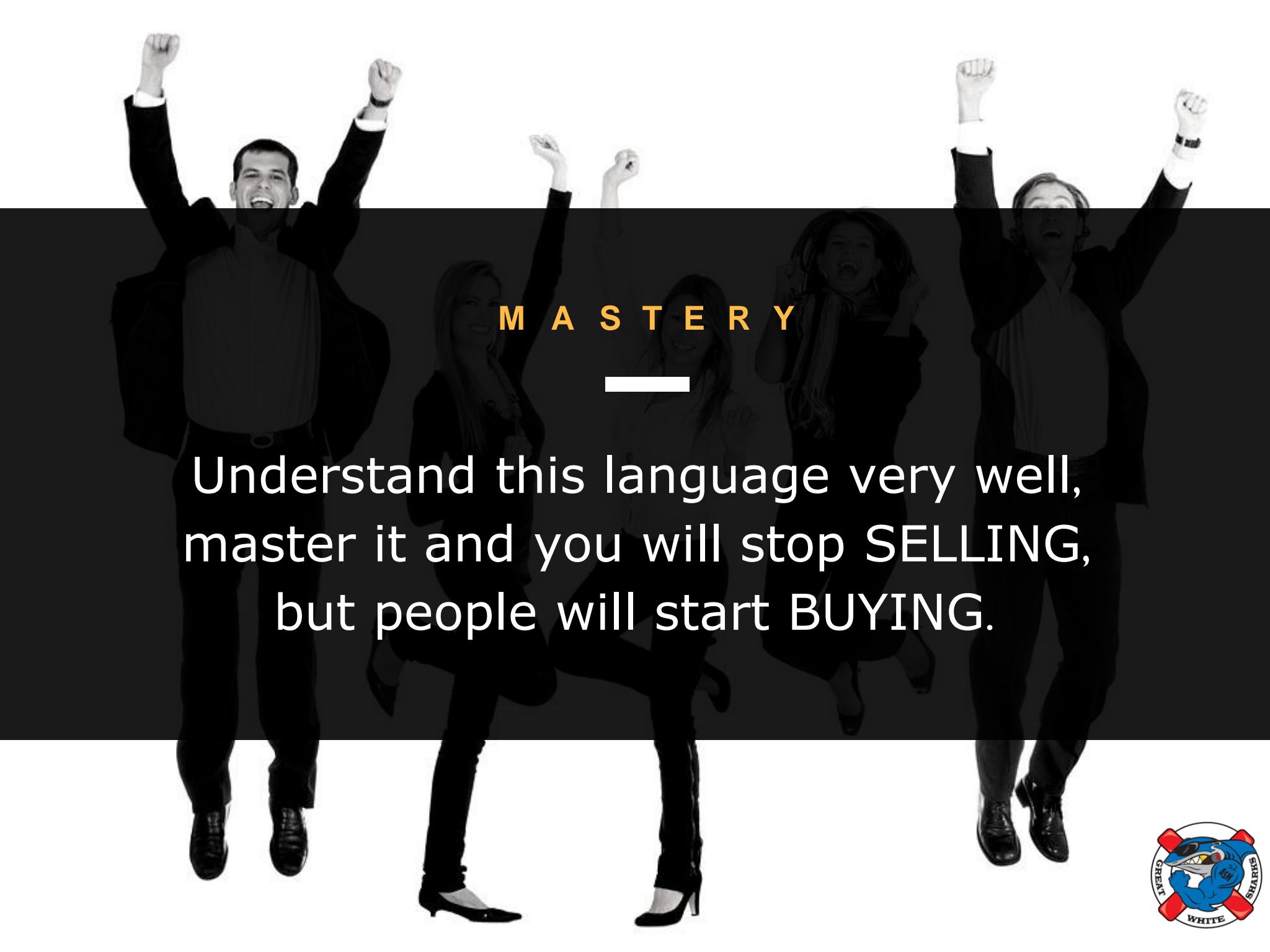
- ❖ Even 'Logical' decisions have the objective of feeling good at the end
- ❖ Decisions are made first... then justified



# TRUST

- ❖ A lot of women have gotten into trouble because of trust.
- ❖ A lot of wise investors have been duped because of Trust. e.g. Legacy, multitel, etc.
  - What emotion was satisfied?  
Greed!



A black and white photograph of a diverse group of five people in business attire (three men and two women) cheering with their arms raised in excitement. They are standing against a dark background.

## MASTERY

---

Understand this language very well,  
master it and you will stop SELLING,  
but people will start BUYING.



F O R   U P D A T E S



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@yahoo.com





T H A N K Y O U !

**Don't miss updates! visit  
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