



Press Release

Hanoi, 12th December 2011

KNIGHT FRANK DELIVERS 'GLOBAL SALES LEADER' TRAINING TO GAMUDA LAND

HANOI – 12th December 2011 - In 2010 Knight Frank Vietnam decided to lead the property agency market in Vietnam by insisting that all its Residential sales consultants must graduate the Knight Frank 'Global Sales Leader' programme written by Mr. Ross Lightfoot – General Manager Hanoi and National Director Residential Sales and Marketing.

The property industry while being very successful over the last 15 years also became a victim of its own success. When everyone is buying property anyone can sell it. The days of people lining up overnight and all day to buy at a new project are long gone. Stories of 200 apartments selling in a day are also a thing of the past.

Unfortunately agencies and developers put these high rates of turnover down to selling when in reality it was simply order taking. Order takers have no idea of the 'Science of Sales' but then they had no need to when everyone was buying.

Order takers cannot survive in a tough market and people are leaving the property sales industry in large numbers, trading floors are closing and developers are suffering.

Recently Gamuda City invested in having Mr. Ross Lightfoot deliver his 'Global Sales Leader' programme to future proof their sales and the sales team by making sure they have an understanding of the 'Science of Sales' from Opening the Sale to Closing the Sale.

The 'Global Sales Leader' programme is a Master class on how to become a sales champion. It unfreezes sales rates and sets worlds 'Best Practise' in sales team management. These are secrets learned over 25 years of running property developments and sales teams said Mr. Lightfoot.

The evidence is there for all to see. The Knight Frank Hanoi team took over a project that had not made a single sale in twelve months and sold the whole project out in just 9 weeks. It also delivered three price increases in that period. It lifted the sales rate of another project by 500% in just five weeks and recently sold 60% of a new development in just six weeks. Finally the Knight Frank team has set new sales records at a new development just 3km from the City.

Those developers investing in professional training for their sales teams are outperforming their competitors and always will, even in a hot market.



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ABOUT KNIGHT FRANK VIETNAM

Knight Frank is the leading independent global property consultancy in the world. Our real estate and consulting services stand for the highest standards of quality and integrity in global property transactional, management and advisory services. Knight Frank has opened 243 offices worldwide, in 43 countries, in six continents and ranked eight by worldwide turnover. The presence of Knight Frank in Hanoi and Ho Chi Minh City has enhanced its strong network in the Asia Pacific Region. The company currently employs 100 people in Vietnam and is growing rapidly.