

Level 3, Module 3 – The Many Ways to Present (Choosing What Works Best)

Purpose / Objective

Understand that every reply is a presentation — but different types of presentations serve different stages of the buyer journey.

Learn how to choose the **right presentation type** based on **buyer readiness, buyer preference, and your personal selling style.**

Intro / Hook

“Every time you answer a question, you’re already presenting.

But not all presentations are the same — and not all move a buyer equally closer to a sale.

In this module, you’ll learn how to match your presentation style to your buyer’s journey and preference,

so your efforts lead naturally toward conversion.”

Insight 1 – Presentations Are Part of a Journey

Buyers go through four stages: **Curiosity → Interest → Evaluation → Decision.**

Your goal is to **meet them where they are**, not to overwhelm them too early.

 *When buyers are just curious, use short, helpful “micro-presentations.”*
As trust grows, move toward **guided, self-guided, or experiential** presentations that deepen their connection and confidence.

Buyer Stage	Recommended Approach	Goal
Curiosity	Short explanations with visuals	Spark initial trust
Interest	Self-guided website or mini deck	Build autonomy
Evaluation	Guided or site-based walkthrough	Strengthen clarity
Decision	Developer or investor event	Inspire confidence and action

Insight 2 – The Five Presentation Types and When to Use Them

1. The Micro Presentation

Short, conversational explanations — often using infographics — sent through Messenger or chat. Perfect for **curious or early-stage** buyers.

Example: “Here’s a quick infographic showing the monthly options. ”

 **Goal:** Build trust and responsiveness.

2. The Self-Guided Presentation

You send a **website, online deck, or mini PDF** for buyers to explore on their own.

Ideal for independent or self-paced prospects who like to analyze before engaging.

Example: “You can browse everything here and message me if you’d like me to narrow the best 2 options.”

3. The Guided Online Presentation

A full, structured online presentation (via Zoom, Meet, or developer webinar).

Often led by a developer rep, ensuring **accuracy and credibility** — ideal for OFWs or distant clients.

Can also serve as a **final closing presentation**.

Example: “We’ll walk through actual sample units, payment options, and promos together online.”

4. The Site Visit

A physical visit — personal or open-house style.

This connects the **buyer’s emotions to the property’s reality** — the view, air, light, and atmosphere.

Example: “Let’s visit on Saturday so you can feel the space and see the views yourself.”

 **Goal:** Create emotional connection and desire.

5. The Developer-Led Presentation / Investor Event

Formal in-person or online events hosted by the developer with promos or special incentives.

Creates urgency and trust through **social proof** and **executive presence**.

Example: “Our developer is hosting an investor event this weekend — limited promo slots are available.”

 **Goal:** Maximize confidence and urgency.

Summary of Approach

Start light with **micro** and **self-guided** formats.

Deepen connection through **guided** or **experiential** presentations.

Maximize urgency with **developer-led** events.

 Download the “Presentation Type Selector” for a quick visual reference.

Insight 3 – Match the Style to the Buyer and Yourself

Every buyer — and every seller — has a preferred learning and presentation style.

Buyer Type	Preferred Presentation	Your Adjustment
Analytical	Self-Guided or Online	Share detailed decks or links
Social	Guided or Group Event	Invite to open houses or webinars
Experiential	Site Visit	Focus on sensory experience
Cautious	Developer-Led	Leverage authority and proof

 **Match both your buyer and your strength.**

If you shine online, do more guided Zooms.

If you're great in person, host visits or accompany buyers to events.

FiAsia gives you **tools for every format** — your job is to **play to your strength** while staying responsive to the buyer's preference.

Application Activity

1. Review your **current leads**.
2. Identify their **buyer journey stage**: Curious, Interested, Evaluating, or Deciding.
3. Choose the **presentation type** that best fits each stage.
4. Prepare the corresponding **materials** — infographic, mini deck, website link, or invite.
5. Gradually move from **micro → guided → experiential**, depending on the buyer's readiness.

 *The right presentation at the right time saves effort and increases conversion.*

Bridge / Closing

“And that’s Module Three — *The Many Ways to Present*.

Remember, presentation isn’t just about showing — it’s about guiding.

When you choose the right type for the right moment, every interaction moves your buyer closer to a confident yes.”

■ **Downloadable Reference: Presentation Types and Effectiveness**

Presentation Type	Description	Best Buyer Stage	Buyer Preference	Effectiveness in Converting
Micro Presentation	Short explanations with infographics shared in chat.	Curiosity → Interest	Self-paced	★ Builds trust and clarity.
Self-Guided Presentation	Buyer explores website or deck independently.	Early Interest	Self-paced	★★ Builds autonomy and confidence.
Guided Online Presentation	Full online presentation, often led by a developer representative; may also serve as a final closing presentation for distant buyers.	Evaluation → Decision	Guided	★★★★ Builds accuracy and credibility.
Site Visit (Open or Personal)	Buyer visits property; agent connects emotion to reality.	Evaluation → Decision	Experiential	★★★★★ Creates emotional connection.
Developer-Led Presentation / Investor Event	Formal or online event with promos and developer presence; highest urgency and social proof.	Decision	Guided / Social	★★★★★ Creates urgency and strong trust.