

## Level 3, Module 8 – After-Sales: Turning Buyers into Lifelong Clients

### Purpose / Objective

Learn how to maintain strong post-sale relationships, assist clients through the turnover and financing process, and transform every buyer into a long-term **advocate and referral source**.

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### Intro / Hook

“The sale doesn’t end when the reservation is paid — that’s just the beginning of your long-term relationship with your client.

After-sales service is what turns happy buyers into loyal clients — and loyal clients into your best referrers.

In this module, we’ll learn how to manage post-sale relationships with care, professionalism, and consistency.”

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### Insight 1 – Why After-Sales Matters

After-sales is about showing you care **beyond the commission**.

When you help clients through the journey — paperwork, turnover, and move-in — you create trust that brings repeat business and referrals.

 *A satisfied buyer becomes your best marketer.*

Reason	Result
You stay helpful after the sale.	Clients remember you and recommend you.
You assist through small challenges.	Clients feel cared for, not forgotten.
You maintain consistent communication.	Clients see you as a lifelong professional, not a one-time agent.

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### Insight 2 – The Three Stages of After-Sales Support

#### 1. Transaction to Turnover

This stage covers everything from **reservation to unit handover** — including equity payments, paperwork, and bank loan preparation.

Stay visible with **monthly check-ins**. Combine payment reminders, friendly updates, and progress photos to prevent small problems from escalating.

**Example:**

“Hi [Name], just a quick reminder — your equity due on [Date] is ₦[Amount]. Any bank or document concerns I can help with? Phase [X] roadworks just finished — sharing a photo!”

When clients reach **mid-equity**, guide them on loan documentation. You don’t file it yourself, but you track and support — that reliability builds deep trust.

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## 2. Turnover to Move-In

During turnover, help the client:

- Schedule the inspection
- Understand inclusions
- Report issues clearly
- Celebrate milestones

 A short checklist or quick video guide can make this stage smooth and memorable.

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## 3. Move-In to Ownership

Once they move in, **celebrate** with them:

- Send a congratulatory or “Welcome Home” message.
- Post a short social media greeting (with their permission).
- Keep them on your **client list** for future updates and invites.

“Hi [Name], congratulations again on moving into [Project Name]! Wishing you comfort and success in your new home. I’ll keep you posted on new phases and investment updates.”

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### Insight 3 – Using AI and Automation for After-Sales Care

AI tools like ChatGPT can help you:

- Write warm thank-you messages in seconds.
- Create reminders and check-in templates.
- Keep messages personal, not robotic.

#### Example Prompt:

“Help me write a warm thank-you message to a buyer who just completed turnover for [Project Name]. Mention that I’ll stay in touch for future updates or investment opportunities.”

AI can also help you **automate reminders** through:

- Messenger bots (e.g., ManyChat)
- Email sequences
- CRM dashboards

 *But remember: automation supports — it never replaces — your personal touch.*

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#### **Insight 4 – Turning Clients into Advocates**

Happy clients are your best sales team.

Keep yourself top of mind through:

- Project updates and milestone photos
- Invites to exclusive events
- Referral or seller opportunities

#### **Referral Example:**

“Hi [Name], I’m really glad everything went smoothly with your unit. If you have friends who might also be interested, I’d be happy to assist them the same way.”

 *Satisfied clients bring in warm leads — no ads required.*

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#### **Application Activity**

1. Pick **one client** you recently closed.
2. Send a meaningful after-sales message — thank-you, reminder, or update.
3. Create or update your **Client Database** with:
  - Contact details
  - Turnover date
  - Follow-up schedule
4. Schedule your next **touchpoint** (1 month, 3 months, 6 months).

 *Your client list becomes your referral and repeat-sale engine.*

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#### **Bridge / Closing**

“And that’s Module Eight — *After-Sales: Turning Buyers into Lifelong Clients*. Remember, it’s not just about closing a deal — it’s about opening a relationship.

When your clients feel cared for long after the sale, your business grows naturally — through loyalty, gratitude, and trust.”

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### Trainer Notes

- **Target Runtime:** 4 minutes narration
- **Visuals:** Thank-you message samples, turnover photos, reminder templates
- **Encourage:** Building a simple client tracker (Google Sheet or CRM)
- **Downloadable:** *AI After-Sales Message Kit (PDF)*

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### AI After-Sales Message Kit

#### Stay Connected with Buyers Through Helpful, Warm, and Timely Updates

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##### Section 1 – Purpose

This kit helps FilAsia sellers use AI to create **personalized after-sales messages** — from reminders to referral requests — that build long-term trust and retention.

You’ll learn how to:

- ✓ Keep clients informed and supported
- ✓ Prevent payment or loan issues
- ✓ Maintain top-of-mind connection for referrals

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##### Section 2 – How to Use

1. Open ChatGPT or your preferred AI tool.
2. Copy a prompt below that matches your client’s situation.
3. Replace bracketed fields ([Name], [Project], [Date], [Amount]).
4. Personalize tone and send via Messenger, SMS, or email.
5. Save your best versions to a **shared “After-Sales Message Bank.”**

 *Short, personal, and timely beats long and formal every time.*

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##### Section 3 – Message Prompts by Situation

###### 1. Payment Reminder (Before Due Date)

**Prompt:**

“Write a short, friendly reminder message for a buyer named [Name] about their upcoming equity payment for [Project Name]. Include due date and amount, tone: helpful and supportive.”

**Example Output:**

“Hi [Name], just a friendly reminder — your equity due on [Date] is ₩[Amount]. Let me know if you’d like me to confirm your payment reference or schedule. 😊”

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## 2. Late Payment Follow-Up (After Due Date)

**Prompt:**

“Write a kind, understanding message for a buyer named [Name] who missed their payment for [Project Name]. Ask if they encountered any issue and offer assistance.”

**Example Output:**

“Hi [Name], I noticed the [Date] payment hasn’t been posted yet. Just checking if there’s anything I can help with — I can coordinate with the developer if needed. Hope everything’s okay!”

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## 3. Project Update + Payment Reminder Combo

**Prompt:**

“Create a message combining a project update and a light payment reminder for [Project Name]. Tone: positive, informative, and warm.”

**Example Output:**

“Hi [Name], good news — [Project Name] just finished the [Phase/Feature]! Quick note too: your next equity due on [Date] is ₩[Amount]. Let me know if you need the reference number.”

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## 4. Bank Loan Processing Preparation

**Prompt:**

“Write a message offering help as the client prepares for bank loan processing. Mention you can assist with coordination or requirement checking.”

**Example Output:**

“Hi [Name], you’re almost done with your equity — congrats! Let’s start preparing your bank loan papers soon. I can help coordinate with [Bank/Developer] so everything’s smooth.”

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## 5. Turnover Congratulations

**Prompt:**

“Write a warm thank-you message for a client who just completed turnover for [Project Name]. Mention continued support.”

**Example Output:**

“Hi [Name], congratulations on your turnover at [Project Name]! Wishing you new memories and success in your new home. I’ll keep you updated on future investment opportunities!”

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 **6. Post-Move-In Check-In****Prompt:**

“Write a short check-in message for a client who’s already moved in. Ask how they’re settling and offer assistance.”

**Example Output:**

“Hi [Name], hope you’re enjoying your new space at [Project Name]! Just checking if everything’s going smoothly. I can assist anytime if you need help with the developer or admin.”

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 **7. Monthly Project Update (General Clients)****Prompt:**

“Write a short update for all clients of [Project Name] sharing one milestone and inviting engagement.”

**Example Output:**

“Hello everyone! Exciting update — [Project Name]’s [amenity/phase] is now complete. Great progress this month! If you’d like new photos or want to visit again, just message me.”

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 **8. Referral Request Message****Prompt:**

“Write a polite message to a satisfied client asking for referrals. Keep tone appreciative, light, and respectful.”

**Example Output:**

“Hi [Name], I’m happy everything went well with your purchase at [Project Name]. If you know anyone also looking for a good investment, I’d be glad to assist them like I did for you. Thank you again for your trust!”

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## Section 4 – Bonus Prompts for AI Customization

Scenario	Prompt Summary
 <b>Follow-Up with Project News</b>	“Write a short message for [Project Name] sharing a milestone and soft CTA for referrals or reinvestment.”
 <b>Create a Message Series</b>	“Help me write three messages for buyers in the equity phase — reminder, mid-phase check-in, and final update.”
 <b>AI Roleplay for Training</b>	“Act as my buyer for [Project Name]. I’ll practice after-sales messages (reminders, updates, or check-ins), and you’ll respond realistically so I can refine my tone.”

## Section 5 – Best Practices for After-Sales Messages

- Keep under 80 words — short and genuine works best.
- Always pair reminders with positivity (include project news or appreciation).
- Never sound demanding — sound **caring, proactive, and professional**.
- Add visuals — progress photos, unit shots, or short thank-you clips.
- Verify AI outputs for accuracy before sending.

## Section 6 – Optional Exercise

Pick three real clients:

- 1 One in the equity phase
- 2 One waiting for turnover
- 3 One already moved in

Use the prompts to generate personalized messages for each.

Send one today and note their reactions.

Keep those replies — they’ll become your **relationship goldmine**.

## Section 7 – Closing Note

“After-sales isn’t about formality — it’s about connection.

AI helps you keep that connection consistent, sincere, and simple.

A few kind, well-timed messages today can build trust and referrals for years to come.”