

The “housing salesman” who sells the most expensive Japanese items.

The most expensive goods buy in a lifetime. It is not a car. It is a home. An expensive car can be 3 to 5 million Yen, a cheap house is about 16 million Yen and can be as expensive as 50 million. A ready built house with land is about 28-38 million Yen. To buy a piece of land and build a custom made house is between 30 to 50 million Yen. Therefore, the highest cost items in Japan are houses.

A car can be replaced with a new but a house cannot. We can say that it is the most expensive and only one time buying in a lifetime. Buying a house for us is the biggest decision in our life, which risks us own determination and execution such as a life insurance provides a security for the purpose of life-living. The “housing salesman” appears here. Those men are selling for customers who placed their life on the highest commodity in Japan, that “ordinary man” cannot do that work”. Not “ordinary man” means not just those who graduated from Tokyo University as it is known to the highest grade of university here. There are 56 salesmen in Asahi Gloval but no one is Tokyo University graduate. But except the new graduates, each salesman makes 10 contracts yearly. And the scheduled contracts for this year are 470 buildings.

What kind of “ability and talent” is necessary for a salesman? The ① is “trust”. Must to know that this man is responsible. And that cannot be a “moderate confidence”. The customer has a very enthusiastic trust so the salesman must be desperate too. If there is just a little escape from seriousness then the salesman is “disqualified”. That man must quit the housing sales work.

② Next, “knowledge and experience” are required. The enthusiastic customer reads the latest housing magazines, visit a lot of other companies exhibition, he will check everything on websites, he will visit “Asahi Gloval” exhibition too. That time, the salesman will greet the customer and explains everything, however, the customer will show as uninformed, he will have

three questions. The salesman who does not give just 2 answers is “disqualified”. Even if there is only one unanswered question then the salesman is humiliated and must learn more from now on. If the salesman declares that then the customer will have a good impression and will return. The housing salesman is required not just “average study” but a “frantic study”.

③ A good selling salesman has “vision”, “cheerful temperament” and “brilliant”. Every top salesman of housing is “good-looking”. Even if his “face is average” his personality cannot be average. The top salesman has a “strong personality”, “energetic” and has a “bright personality”. Nobody buys a “risk of lifetime” house from a gloomy and not energetic salesman. Those who buy a house of a lifetime are worried. The housing salesman does not just sell a house but also resolves the customer’s hardship, distress and worries. I educate the salesman this way.

I talked about the “not average” salesman but I think about the great job of “all the devoted employees”. I want that more, even one more housing salesman challenges to this work that needs “trust”, “knowledge” and “energetic personality”, so we can fulfill the “housing dream” of more, even one more customer.