
FREE TRAINING / GUIDE NO. 01

THE 9 STEP SALES PROCESS

A structured, repeatable framework for guiding a prospect from initial contact to committed transaction. Not a script. A system.

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INTRODUCTION

THE FRAMEWORK, **IN FULL.**

The 9 Step Sales Process is not a script. It is a system, a structured, repeatable framework for guiding a prospect from initial contact to committed transaction in a way that serves their interests as completely as it serves yours.

The underlying principle: every prospect who contacts you is somewhere on a spectrum between complete uncertainty and complete certainty. Your job is to move them systematically toward certainty, certainty in the product, certainty in us as advisors, and certainty in the company they're trusting with a significant financial decision. When all three certainties are high enough, the sale is a natural conclusion, not a forced one.

This process applies to all sales transactions. It is designed to be used in full, not cherry-picked.

HOW TO USE THIS GUIDE

Read it once, end to end. Then return to one step at a time and apply it on your next live conversation. Mastery comes from repetition, not theory.

01

STEP ONE

THE SHARP OPENING

The first four seconds of any sales interaction determine everything that follows. Before you have presented a single fact, shown a single product, or asked a single question, the prospect has already decided whether you are worth listening to. In those opening seconds, you must come across as three things simultaneously: sharp, enthusiastic, and an expert in your field.

WHAT THE OPENING MUST ACHIEVE

- Establish control of the conversation from the first sentence
- Signal expertise immediately, through confidence and specificity, not credentials
- Create enough safety and enthusiasm that the prospect wants to keep listening
- Set a tonality that positions you as a peer and advisor, not a vendor chasing a commission

THE THREE COMPONENTS OF A SHARP OPEN

01 – Energy and Pace

Your energy sets the emotional temperature of the call or meeting. If you open flat, the call stays flat. If you open with genuine enthusiasm and confidence, not manufactured excitement but real forward momentum, the prospect matches it. Pace should be measured and assured. Too fast reads as anxious. Too slow reads as unconfident. Aim for the cadence of someone who has done this a thousand times and is genuinely pleased to be speaking to this person.

02 – Immediate Positioning

Within the first two sentences, the prospect needs to know who you are, who you represent, and why this call is worth their time. 'I've got your details in front of me and I can see you've been looking at [X]' tells them: this is personal, this is specific to them, and you've done your homework.

03 – The Transitional Question

The opening pivots on one carefully crafted question, not an interrogation, not a series of rapid-fire queries, but one question that invites the prospect to open up and gives you the intelligence you need for everything that follows.

STEP 01 / SCRIPTS

OPENING SCRIPTS.

INBOUND - OFF-PLAN

Hi [Name], it's [Name] calling from XYZ here in Dubai, how are you? Are you well? Great. So I've got your details in front of me right now, you've shown interest in [Project / Area / Off-Plan Real Estate], and the reason I'm reaching out personally is I want to make sure we're actually pointing you in the right direction, not just sending you a brochure pack like everyone else. Can I ask, where has your research taken you up until now?

INBOUND - SECONDARY MARKET

Hi [Name], it's [Name] from XYZ in Dubai, how are you doing? Good. So you've come through on our system looking at [Area / Property Type] in the secondary market, and I just wanted to reach out personally because the secondary space right now has a lot of noise in it and I want to make sure what you're being shown is actually relevant to what you're after. Can I ask, how long have you been actively looking?

OPENING MISTAKES TO ELIMINATE

- Never: 'Is now a good time?' – hands control before you've earned it
- Never: 'I'm just calling to...' – diminishes authority immediately
- Opening with your company background before asking a single question
- Sounding like you're reading a script
- Matching a cold or guarded tone – stay warm and confident regardless of their energy

02

STEP TWO

GATHERING INTELLIGENCE

The single most common failure in real estate sales is talking too much, too soon. Most salespeople launch into a presentation the moment they get a lead on the phone. This is the equivalent of a doctor prescribing medication before asking the patient a single question. Gathering intelligence is not qualifying, qualifying implies you're deciding whether they're worthy of your time. Intelligence gathering means you're building the complete picture you need to present with precision.

THE FOUR INTELLIGENCE CATEGORIES

01 / FINANCIAL POSITION

Understand the bracket they're operating in, without asking 'what's your budget?' which feels transactional. How much they're looking to deploy, whether they're cash or mortgage, whether they've invested in Dubai before. All of this shapes which products you present.

02 / INTENT & MOTIVATION

Are they buying to live in it, rent it, or flip it? Are they seeking capital appreciation over five years, or immediate yield? Are they relocating? The motivation fundamentally changes which projects are appropriate and how you frame your recommendation.

03 / TIMELINE & URGENCY

Where are they in their decision-making process? First conversation or eight months in? Have they visited sites? Spoken to developers directly? Put offers in elsewhere? The timeline tells you how to calibrate your pace and your close.

04 / PREVIOUS EXPERIENCE

Have they bought in Dubai before? Had a bad experience with a salesperson? This tells you how sophisticated they are, what their reference points are, and whether you need to invest time in education or can go straight into market specifics.

STEP 02 / SCRIPTS

INTELLIGENCE QUESTIONS, BY MARKET.

SECONDARY MARKET

"How long have you been looking in this area? Have you viewed any properties already? Is the priority space, location, or yield? Are you looking to move in yourself or is this purely investment? And just so I can make sure I'm pointing you in the right bracket, are you working with a fixed ceiling on price or are you flexible if the right property comes along?"

OFF-PLAN

"Have you given any thought to how much you'd like to deploy into the market right now? Are you looking at this primarily for investment return or is there a lifestyle element? Have you been following any specific developers, or are you still open? And do you have a preference on handover timeline, is waiting two or three years something that works for you?"

THE GOLDEN RULE

You should be speaking for roughly 30% of this phase. The prospect should be speaking for 70%. Your questions do the heavy lifting, not your commentary. Never interrupt. Acknowledge before you respond. Probe gently when something is vague: 'When you say long-term, what does that look like for you?'

STEP THREE

03

THE STRAIGHT-LINE
PRESENTATION

The presentation is where most salespeople lose the sale, not because they say the wrong things, but because they say too many things. The straight-line method demands the opposite: present only what is directly relevant to what you learned in Step 2, in a sequence specifically designed to build certainty.

In Dubai real estate, with a pipeline of over 160,000 units registered for delivery through 2026 alone, the temptation to show everything is constant. Resist it. A focused presentation of two or three precisely chosen options, explained with depth and data, will always outperform a scattergun showcase of ten.

BRIDGE FROM INTELLIGENCE TO PRESENTATION

Before presenting anything, briefly summarise what you heard. This proves you were listening and frames everything that follows as specifically chosen for them.

OFF-PLAN

Right, so based on what you've told me, you're looking to deploy around AED 1.5 million, primarily for investment with a five-year horizon, you'd prefer a developer with a proven track record, and handover in 2028 or earlier works for you. So, with that in mind, let me walk you through what I think actually fits, and more importantly, why.

SECONDARY

Perfect. So what I'm hearing is: you want to be in [Area], you've got a budget of around [X], the priority is yield over capital gain right now, and you'd like to be in something within 60 days. That narrows it down quite specifically and there are a couple of things I want to show you.

STEP 03 / DATA ANCHORS

LEAD WITH EVIDENCE.

THE DLD DATA ANCHOR - OFF-PLAN

This is the most powerful differentiator you may have. Before you describe the project, anchor the conversation in data. Most prospects have been given marketing materials. You are presenting evidence.

Before I show you the project itself, let me show you what the DLD data tells us about this developer specifically. Over their last four completed projects, average price appreciation at handover versus off-plan purchase price has been 18 to 24%. Rental yields in this community are currently sitting between 6.5% and 7.2% gross, evidenced from actual transacted leases registered on DLD, not the developer's projected numbers. That's the foundation we're working from.

THE COMPARABLE SALES ANCHOR - SECONDARY MARKET

In secondary, your equivalent is transacted comparables, not asking prices, not salesperson estimates, but actual sold prices for similar units in the same building or community.

Before I walk you through the property, I want to show you where we are on pricing versus the market. In [Building/Community], the last six transactions for this unit type came in between AED [X] and AED [Y]. The unit I'm going to show you is listed at AED [Z], which puts it [at/below/above] the market average, and here's why that is or isn't justified.

PRESENTATION RULES

Present maximum two to three options, never a catalogue. Always lead with data before emotion. Connect every feature back to a stated need from Step 2. Never present something you would not personally recommend. Be honest about weaknesses, it builds personal certainty faster than any pitch. Saying 'this project isn't right for you because of X' is one of the most powerful things you can do.

STEP 03 / DELIVERABLES

CLIENT DELIVERABLE STANDARDS.

The written deliverables a salesperson sends to a prospect are the tangible artefacts that outlast the conversation. They are what a client shares with their spouse, their accountant, and their family. A salesperson who sends a generic developer PDF is invisible. A salesperson who sends a structured, branded, data-backed document is memorable.

TEMPLATE 01 - THE INVESTMENT SUMMARY

Sent after the video call or site visit for an off-plan property. Provides a complete, client-specific investment case for the recommended unit.

HEADER	Client name, property name, unit reference, date prepared, salesperson name
THE PROPERTY	Unit type, floor, sqft, AED price, price per sqft, payment plan breakdown
THE DEVELOPER	Developer name, number of completed projects, average on-time delivery rate, DLD-evidenced price appreciation on last two completions
THE COMMUNITY	Community name, average price per sqft (DLD source), YoY appreciation, proximity to key infrastructure
THE INVESTMENT CASE	Projected gross yield (current transacted leases in DXBInteract), projected net yield after service charge, Golden Visa eligibility Y/N, estimated resale value at handover based on DLD trend
COMPARABLE TRANSACTIONS	Three comparable DLD-registered transactions in same community within last 6 months – price, size, date
NEXT STEPS	Two options – how to reserve / how to schedule a second call
FOOTER	Company logo, salesperson name and contact, RERA licence number, disclaimer

TEMPLATE RULE

Every figure in the investment summary must be sourced and sourced correctly – DLD, DXBInteract, or the specific developer data. Never estimate. Never use developer marketing projections without labelling them as such. The investment summary is the document that builds trust or destroys it.

TEMPLATE 02 - THE STRUCTURED COMPARISON

SIDE BY SIDE, ON EVIDENCE.

Sent when a client is evaluating two or three options. Presents a side-by-side analysis that makes the recommended option the obvious choice through evidence, not opinion.

PROJECT / PROPERTY	Name and unit reference for each option
PRICE (AED)	Total price and price per sqft
PAYMENT PLAN	Breakdown of instalments and percentages
DEVELOPER TRACK RECORD	On-time completion rate, last handover performance
COMMUNITY YIELD (DLD)	Transacted gross yield, not projected
COMMUNITY PRICE GROWTH (YOY)	DLD-evidenced percentage
SERVICE CHARGE (AED/SQFT)	Annual service charge per sqft
NET YIELD (ESTIMATED)	Gross yield minus service charge and estimated vacancy
RESALE LIQUIDITY	Number of resale transactions in last 12 months (DXBInteract)
YOUR RECOMMENDATION	Clear recommended option with one-line rationale

TEMPLATE 03 - THE POST-MEETING RECAP

RECAP WITHIN TWO HOURS.

Sent by WhatsApp or email within two hours of every video call or site visit. Confirms what was discussed, what was agreed, and what the next step is. The most underused document in real estate sales, and one of the highest-trust builders in the salesperson's toolkit.

Subject: Our conversation today, [Property Name] / [Community]

[Name], thank you for the time today. As promised, here is a quick recap of where we landed.

What you told me you are looking for:

- *[Their stated priority 1]*
- *[Their stated priority 2]*
- *Budget: AED [X] | Timeline: [X months] | Purpose: [Investment / End-use]*

What I am recommending and why:

- *[Property / Project name], [community], AED [X]*
- *[One sentence on why it fits their brief]*
- *[One DLD data point that supports the recommendation]*

What I am preparing for you:

- *[Investment summary / Comparison document / Site visit booking]*

Agreed next step:

- *[Specific action with date and time]*

If anything has changed since we spoke or you have questions before [next step], call me directly. [Your name], [number]

TEMPLATE 04 - PORTFOLIO REVIEW (DAY 365)

THE LONG-GAME TOUCHPOINT.

Sent on the anniversary of a client's purchase. Positions you as a long-term advisor rather than a one-transaction salesperson, and opens the referral and repeat-purchase conversation.

[Name], it has been twelve months since you completed on [property]. I wanted to reach out personally to mark the occasion and share a short update.

Your asset today:

- Current estimated value: AED [X] (based on [Y] comparable transactions in [community] over the last 90 days - source: DLD)*
- Estimated appreciation since purchase: [X]%*
- Current rental yield if tenanted: [X]% gross*

The market today:

- [One relevant market data point specific to their community or asset class]*

Why I am reaching out:

Two reasons. First, I want to make sure your asset is performing the way you expected and that you are not sitting on a question we can answer. Second, I have [one or two relevant new opportunities] that I think would complement what you already own and wanted to share them with you before they go to the wider market.

Are you free for a 20-minute call this week? I will show you the data and we can talk through whether anything makes sense for you right now.

[Your name], [number], [company]

04

STEP FOUR

BUILDING THE THREE TENS

No one buys unless they are certain. Before you attempt to close, you need to have moved the prospect as close to 10 out of 10 as possible on three distinct dimensions. Think of these as three dials. Your job throughout the entire conversation is to be turning those dials upward. If any dial sits below a 7, you will not close.

TEN 1 - CERTAINTY IN THE PRODUCT

OFF-PLAN – What builds product certainty

- DLD transaction data showing real price performance in that community
- Developer track record, on-time completions, quality of previous projects
- Payment plan structure that actually works for their financial position
- Independent yield data from transacted leases, not developer projections
- Supply and demand analysis – what else is coming to market in the same area
- Exit strategy clarity – who will buy this asset from them in 3 to 5 years, and at what price

SECONDARY MARKET – What builds product certainty

- Comparable transacted sales data from the DLD
- Current tenancy status and lease terms if applicable
- Service charge history and building management quality
- Capital appreciation trend for the specific building over 3 to 5 years
- Condition and fit-out quality relative to asking price
- Liquidity of the asset – how quickly comparable units sell

THE THREE TENS / CONTINUED

CERTAINTY IN YOU, AND THE COMPANY.

TEN 2 - CERTAINTY IN YOU

People buy from people they trust. In real estate, where transaction values are significant and decisions are consequential, personal certainty is arguably more important than product certainty. If the prospect fully trusts you, they will take your recommendation. If they don't, no amount of data will be sufficient.

Personal certainty is built through four things: demonstrated knowledge, honesty (especially when honesty costs you something), genuine interest in their outcome, and consistency between what you say and how you say it.

Can I be straight with you about something? The project you mentioned, [Project X], I've looked at the DLD data on that developer and I'm not comfortable recommending it. Their last handover was 14 months late, and the resale volume in that community has been very thin. I'd rather lose your business today than put you into something I don't believe in. What I want to show you instead is [Project Y], and I'll show you exactly why the data supports it.

TEN 3 - CERTAINTY IN THE COMPANY

Company certainty must be built actively, it won't come from brand recognition alone. The tools at your disposal are transparency, the DLD data advantage, the process you follow, and social proof where it exists.

Just so you understand how we work and why it matters for you, we have a direct data feed from the Dubai Land Department, which is the same source the government uses to track every transaction in the market. That means when I tell you a project is performing, I can show you the actual evidence. We don't just rely on what a developer tells us in a presentation. We run our own due diligence on every project before we recommend it, and if it doesn't pass, we don't present it, regardless of what the commission looks like.

THRESHOLDS / STEPS 5, 6 & 7

ACTION AND PAIN.

TEN 4 - ACTION THRESHOLD

The action threshold is the level of certainty a prospect needs before they are willing to take the next step. It is not the same for every person. A high action threshold prospect is not a bad prospect, they require more certainty before moving. Pushing a high threshold prospect before their certainty is sufficient does not lower the threshold. It raises it. It creates resistance rather than momentum.

- Low threshold prospects: respond well to a confident, direct first close. Do not over-present. Ask for the commitment and let them move.
- High threshold prospects: need more evidence, more rapport, and more loops. Patience here is strategy, not weakness.
- Buying signals: shorter answers, forward-leaning questions about process and next steps, reduced objection frequency – signals even when no explicit commitment has been made.

TEN 5 - PAIN THRESHOLD

People are more motivated by avoiding pain than pursuing gain. The prospect's fear of making the wrong decision, losing money, being embarrassed in front of a spouse, or missing out, can either paralyse them or propel them. Your job is to surface the cost of inaction. This is not manipulation. It is honesty.

You mentioned earlier that you've been looking for eight months and that your money has just been sitting there. I want to show you what that has cost you in real terms. The average price per square foot in [Area] has moved from AED [X] to AED [Y] in that time. The unit we're looking at today would have cost you AED [Z] less eight months ago. I'm not saying that to create pressure. I'm saying it because I'd want someone to say it to me.

05

STEP FIVE

THE FIRST CLOSE

The single biggest mistake salespeople make at this stage is softening the close to the point where it stops being a close. 'What do you think?' is not a close. 'Would you potentially be interested?' is not a close. A close is a direct, forward-moving request for a specific next step, delivered with full confidence and followed by silence.

OFF-PLAN

So based on everything we've covered today, the developer's track record, the payment plan structure, and the DLD data on this community, does [Project Name] feel like the right move for you? I'd like to hold a unit for you while we sort the paperwork.

SECONDARY

Everything you've told me about what you're looking for, this ticks every box, location, yield, condition, price point. The logical next step is to get you in for a viewing this week and then we can move on it. Which works better, Tuesday morning or Thursday afternoon?

06 & 07

STEPS SIX & SEVEN

LOOP AND RE-CLOSE

When a prospect doesn't commit on the first close, they will raise an objection. An objection is not a rejection, it is information. It tells you which certainty dial is still low. Handle the objection, raise that dial, and return to a close. This is the loop. Repeat as many times as necessary.

AFTER EVERY OBJECTION

Handle the objection, then always attempt a re-close. An objection handled without a subsequent close attempt is a wasted loop. Handle raise certainty close again. Every time.

THE LOOP, VISUALISED

01 OBJECTION Surface the real concern	02 HANDLE Address with data + honesty	03 RAISE CERTAINTY Turn the right dial up	04 RE-CLOSE Direct, confident, silent
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STEP EIGHT

NEUTRALISE THE STICKING POINT

When a prospect is close to committing but something specific is holding them back, the neutralise step addresses that one thing directly and completely. This is not another loop, it is a surgical intervention on the specific barrier between their current position and commitment.

09

STEP NINE

CONFIRM AND ANCHOR

Once the close is achieved, confirm the commitment immediately and anchor the next concrete step. Do not let the conversation drift into general discussion after a yes. Move swiftly to the paperwork, the reservation, or the viewing booking. The close is not final until the next step is agreed and in the diary.

Brilliant. So let me confirm what we've agreed, we're moving forward on [Unit/Project], and the first step is [specific action]. I'm going to send you the reservation form now on WhatsApp, and I'll follow up with a call at [time] tomorrow to walk you through it. Is that confirmed?

THAT'S THE FRAMEWORK.

NOW USE IT.

The free content gets results. The paid programmes get bigger ones. When you're ready to go further, work with me directly.

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