

# SalesPartner Training

"How can we help you get the most from SalesPartner?"

Training and Educational Material

www.salespartner.co.nz

## Why send preview invitations?

It is just like emailing a new listing, except that a preview invitation is more pro-active. By sending exclusive invitations to buyers you are more likely to book inspections.

Some buyers are reluctant to book inspections and will prefer to wait and go to the open home. Preview invitations reduce the pressure that some buyers feel when making appointments to inspect a property. It appears that you have already arranged a preview open home and they can simply register to come along. However, you do not need to arrange inspections until a buyer asks you to show them the listing.

Preview invitations enable you to introduce your buyers to an office listing and start due diligence prior to the first open home.

Potential vendors will be impressed when you send them preview invitations. They will want the same service when you list their property.

Preview invitations are an excellent way to maintain contact with hot buyers.



Aim to send several preview invitations each week, as soon as a new listing is available.

### Preview Invitation

Hello Geoff

You are invited to preview our latest 4 bedroom property in Island Bay.  
Exclusive private viewings will be held this week - call on for more details.

Introducing: 27 Clyde Street



Pictured is a custom preview invitation—available on the Leaders server.

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## Preview Invitations

1. Open Contact Database
2. Tick **Enabled**
3. Lookup a listing



- Highlight Buyers with email addresses
- Click on the envelope & select: **Invitation to Preview**

Tip: Listing letters are in your SalesPartner envelope button. These letters will mail merge listing info & contact details.

Surname	Greeting	E email	PhoneDetails	TypeDesc	LookForDescP	Status	add1
D.	Drbunnell					A	
• D.H.	Heather and Denis	e harnett@slingshot.co.nz				A	
• Delaney	Kathryn	e kathrynmary@xtra.co.nz				A	
• Denzel	Penny	e pdenzel@gmail.com				A	
Dick	Nethaniel And Elisha		M:2102300957	Type A - Hot prospect	\$300k, 3 Brms	A	
• Dimock St	Wendy	e amizee_gurly@hotmail.com	P:2367368			A	
Doig	Alice		M:212043676			A	
Donald	Michele					A	
• Downes Street	Simon And Fay	e legendscrapmetals2009@hotmail.c	P:2102770883			A	

- Email the letter
- An Activity record is automatically entered for the property & the buyer.

