

2nd Annual  
**Retirement Living World**  
 INDIA 2014

Facilitate silver industry partnerships  
 to improve Retirement Living

Exhibitor  
**Panasonic**

Supporting Organizations  
**ALFA** **ASLI**

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**Retirement Living World INDIA 2014**

**TACTICS**  
**SEEING IS BELIEVING**  
 GET GOING before you START SELLING

Your TG does not like taking chances or uncertainties, so it best to let your agent get off the ground before you really start selling it

**LOCATE** where you can TAKE  
 It is important for your TG to be able to physically go and see for themselves where they might be spending the rest of their lives, so make sure you locate your product with good accessibility and ensure that your marketing and sales programme encourages site visits

Give a **TOUCH & FEEL** Experience  
 Your interaction with the TG at all levels should have an element of a real experience, remember they are from the world of brick and mortar and not the virtual world generation, they believe in seeing and feeling the real things

Show them you **REALLY MEAN IT**  
 Everything that you say or promise needs to be backed by proper procedures, documentation and follow-up, your TG will go into details so be ready to answer all and every question patiently and thoroughly

**THE GOLDEN ESTATE**  
 INDIA'S FINEST HOMES FOR SENIOR CITIZENS  
 A product offering by UCC CAREPVZ LTD

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