



If you don't understand what

- Diabetes,
- Heart disease
- Teen drug use

have to do with selling houses

YOU DON'T UNDERSTAND HOW TO TALK TO YOUR IDEAL BUYER

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Zaya Real Estate Case Study

Result = \$602,000,000 revenue increase / 12 months

We work hard for our success

- The average work week for CEO's is 55 hours.
- For many fortune 500 CEO's 14 to 18 hour workdays are not uncommon.



Source: Harvard Business School 2012; Inc. Magazine, 2011

Core Story The "Movie"

Opportunity: United Bank Suisse hosted a post Formula 1 party for their wealthiest clients from around the world (our "Dream" clients) in one of Zaya's properties. There was a *complete and total marketing blackout for this event*. Our marketing had to be extremely creative.

Solution: Create a looping mini CS "move" to play on a TV in the villa throughout the party. The "movie" was factual, not marketing.

*This solution has been used for subsequent events.

Larger Than Life Core Story

Opportunity: United Bank Suisse hosted a post Formula 1 party for their wealthiest clients from around the world (our "Dream" clients) in one of Zaya's properties. There was a *complete and total marketing blackout for this event*. Our marketing had to be extremely creative.

Solution: Create five 7' panels with the most compelling CS information and place them at the marina. All attendees to the party passed by the stands as they waited for and embarked on the boat to the party.

*All visitors and prospects now pass by this feature.



Fun Fact

You need time to relax



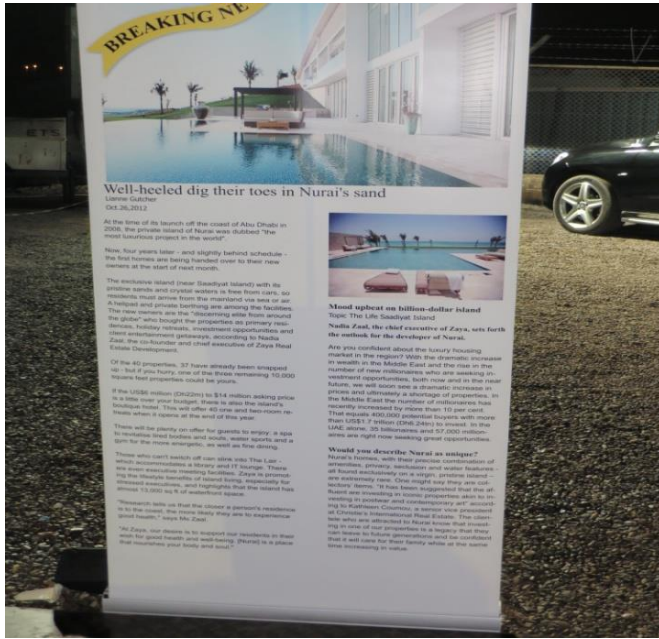
- Harvard research found that relaxation can lower heart rate, improve digestion, memory and immunity and enables the body to thrive.
- The study further concluded that relaxation could be just as powerful as any medical drug but without the side-effects.

Core Story "Art"

Opportunity: United Bank Suisse hosted a post Formula 1 party for their wealthiest clients from around the world (our "Dream" clients) in one of Zaya's properties. There was a *complete and total marketing blackout for this event*. Our marketing had to be extremely creative.

Solution: Frame Core Story panels and display as artwork throughout the villa.

*Now a permanent feature in the villas and estates



The National Media

Opportunity: Media request from the largest print media in the UAE.

Solution: Turned the CS into a written response. Many of the items taken verbatim.

Solution: Created a 7' stand from the published article. All UBS attendees, subsequent party goers, prospects and visitors pass by this as they embark on the boat to the island.

<http://www.thenational.ae/thenationalconversation/industry-insights/the-life/well-heeled-dig-their-toes-in-nurais-sand>

Subtle But Massively Effective

Opportunity: Experienced but unsuccessful sales team, exclusively using product data to sell clients. Train them to use fact-based solution selling to drive prospects up the buying pyramid.

Opportunity: United Bank Suisse event; selling and marketing black out.

Solution: Taught sales team to use CS facts to initiate "non" sales conversations with prospects and turn conversation with Dream clients into leads.

Our children benefit from the extra time spent with them

- Teenagers who spend more time alone with their fathers report stronger self-esteem.
- Youths who have "family dinner" or time spent with the family regularly:
 - Are 300% less likely to get involved in drugs, alcohol or other illicit activity.
 - Have fewer behavioral problems.



Source: MentalHealth.net, 2011; Health Day News, 2012

Things Are Looking Up In The UAE

UAE - One of the Largest Markets in the Middle East:

- 35 Billionaires
- 57,000 Millionaires Seeking New Investment Opportunities
- 400,000 new Middle East Millionaires = \$1.7 Trillion
- **More Demand = Rising Prices**

HOME SOLD SALE

© 2012, Zaya

Enlisting The Masses To Be Our Experts

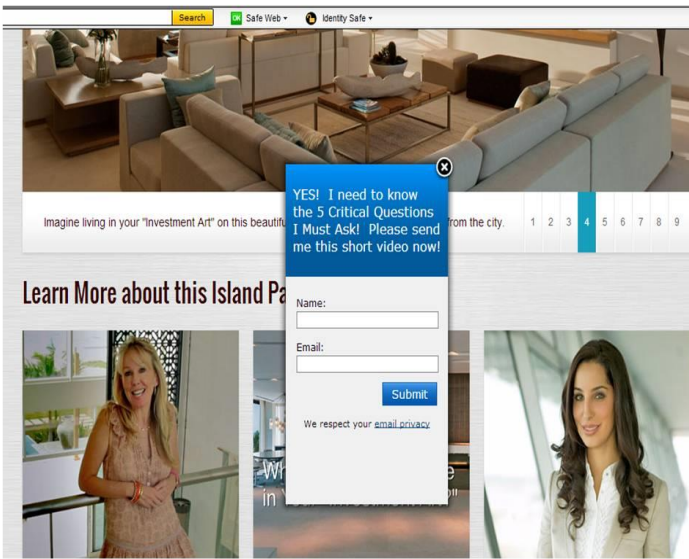
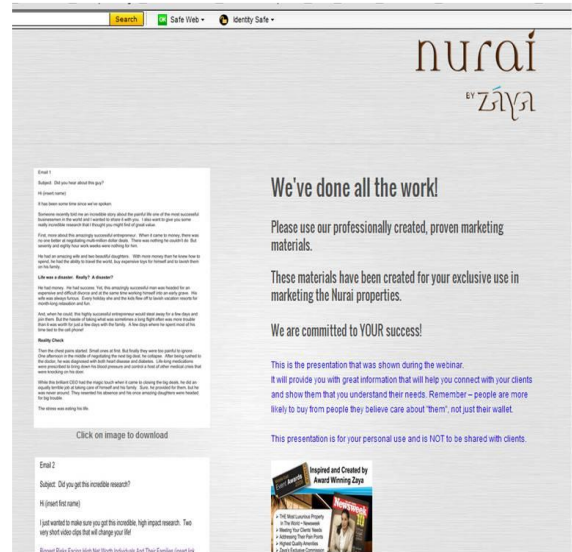
Opportunity: To train Abu Dhabi and Dubai real estate brokers and agents, who are not on our corporate team, about how to differentiate our company and products and to use solution selling to market and sell our products.

Solution: Held CS training webinars, created contests, and conducted virtual training for brokers and agents in the UAE.

Well-Armed And Effective

Opportunity: To ensure that brokers and agents actually used our language, materials, and methods to attract and lead clients through the sales funnel.

Solution: Create a series of Core Story emails, videos and other marketing materials for brokers. Materials are hosted on our website. Brokers are advised of updates and additions via auto-responder. All that is required is “copy” and “paste”!



Opening The Door To A World of Buyers

Opportunity: Non-performing, un-monetized website that generated an average of 1 to 2 leads per month.

Solution: Monetized, lead generating website with Core Story videos, and educational material focused on the pain and needs of prospects.

Inform! Interest! Inspire!

Opportunity: How to educate prospects on how to meet their needs, solve their pain through our product. Materials that inform prospects, pique their interest, inspire them to act.

Solution: Create a series of 3 – 5 minute subject specific CS videos to be used in marketing, training, educating prospects, as well as, on the newly created and monetized website.



Pockets Full of Success

Opportunity: For speaking engagements, kiosks, office counters; a way to provide prospects with all of the information they need to inspire them to ask for more.

Solution: A 4-fold brochure, chock full of educational material and also sets the “buying criteria”.

"THE Most Luxurious Project In The World"
- Newsweek

5 Critical Questions

Your children benefit from the extra time you spend with them

You Deserve More Health, Wealth & Happiness In Your Home and Life

Do you know the 5 Critical Questions you must ask before choosing your developer?

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World-class restaurants, bars and entertainment, catering to every palate and offering a culinary journey through the world's finest cuisines.

- No menu dining - meals prepared to your wishes

State-of-the-art fitness centre:

- Exclusive personal training
- Top of the line gym equipment
- First class fitness and services

For the business minded:

- The last, 'till' library and IT lounge
- Executive Meeting/Board room facilities and private offices.

Do You Get Enough Sleep?

> To stay healthy, the average adult needs 7 - 8 hours sleep per night.

...yet Fortune 500 CEOs may sleep as little as 4 hours per night.

> Consistent lack of sleep increases health risks:

- Cancer - 200%
- Heart attack - 100%

your Sleep

my Favorites

favorite recommendations inserted here.

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My “Little Black Book”

Opportunity: Company owner’s residential neighborhood filled with “Best Buyers” and “Dream Clients”. Extremely, high net worth individuals with a penchant for avoiding heavy sales and marketing.

Solution: A cheeky take on the “little black book”. Core Story education that piques their interest, asks them to acknowledge their pain and presents company inspired solutions to that pain. Hand delivered, beautifully packaged gifts, with a real “key”, playing on the idea that the key to their future is included in the book, and possibly through a real key to their new home.

High Impact = High Results Advertising

Opportunity: To generate interest and leads through the UAE.

Solution: Beautiful ads with life changing messages. Catch their eye with beauty, pique their interest with facts that resonate.

When you are paying for luxury, it should come with a feeling of privacy.

Your Neighbors - The Discerning Elite
"If you want to increase your success, surround yourself with successful people"

Handover Soon

nurái "Zāya"
For more information visit: www.nurailand.ae

SKAI REAL ESTATE

For sales enquiries call:
04 4232879, 050 1455261
055 9774932, 055 5611075

Deberah Bringelson calls the Core Story, the most powerful tool that she has in her extensive business building tool box.

As a result of personal success, she knows first-hand the amazing power of a well-created and executed Core Story. Her first experience using this powerful tool, had only one target: **Sir Richard Branson** and his newly created Virgin America airlines. Fortunately Deberah was unaware Sir Richard had previously made the decision that he would not work with her clients. It was the Core Story and its effective presentation to Branson's Virgin team that opened the previously locked door to a deal that was estimated to be worth more than \$300 million in annual returns. Little did Deberah's clients know that their Core Story would lead them on a 9 month journey that would ultimately win them that deal, which was later termed "Steal of the Year" ...the deal that never should have happened!



Deberah is one of the most profit-producing Business Growth Authorities and Empowerment Experts in the world.

She is a 3 time "Most Influential Woman In Business" honoree. She has worked with U.S. Presidents, members of Congress, three Governors and shared the stage with Fortune 100 and 500 CEOs.

She is best known for her creative ingenuity, tenacity, and leadership to attract and negotiate the Virgin America deal between **Sir Richard Branson and Arnold Schwarzenegger**, for which I received the "Steal of the Year" award, for the deal that never should have happened.

Deberah helps people in the C-Suite, break through the fog of confusion, poor sales, and overwork to increase revenues AND reclaim the time, energy and joy their business has stolen from them. She also works with your team, fixing problems, like HR nightmares, inconsistent revenue, and poor leadership at the root.





Who Rents A Private Island In Belize?

People who experience the Deberah Bringelson Difference

"We're averaging 36% to 95% revenue growth – every month!"

Verified

Ryan Romano, CEO
The Warehouse Performance Institute

One CEO's experience of Core Story and before and after implementation

[Watch as Ryan tells his before and after story](#)

The **Deberah Bringelson Difference**



Verified

"Very few people have positively influenced my life the way Deberah has

Real freedom is having a business that runs so smoothly that you can walk away - explore the world and love your life! I've got that!"

Dr. Kami Hoss, CEO
The Super Dentists

Business Growth Intensive™

www.DeberahBringelson.com

Our Results – 110% Growth In 10 Months

"We grew our revenue 110% in 10 months using Deberah's Power of 3 Strategies. We're celebrating our success and we're excited. More importantly, we've adopted Deberah's strategies to keep our numbers moving up!"

Enrique Montoya, VP
Discovery Latin America/US Hispanic
Discovery Networks International



What **SUCCESSFUL Implementation** looks like...

