

NINJA 気 SELLING

F.O.R.D.

Family • Occupation • Recreation • Dreams

The Ninja Selling system emphasizes building relationships through genuine curiosity and conversation. The F.O.R.D. method gives you a simple yet powerful way to connect with people on a deeper level—whether they're a new lead, a long-time client, or a potential referral source.



What Does F.O.R.D. Stand For?

→ Family

Ask about their family, living situation, or background.

“What brought you to the area?”

“Do you have family nearby?”

→ Occupation

Understand what they do and how their work affects their lifestyle.

“What kind of work do you do?”

“Do you commute or work from home?”



Recreation

Learn what they enjoy outside of work—this helps you match their lifestyle to a location or property. “What do you like to do on the weekends?”

“Any favorite hobbies or places you go to unwind?”



Dreams

Discover their goals and vision for the future. This is where you learn why they're moving and how you can truly help. “What would your dream home look like?”

“Where do you see yourself in 5 years?”



WHY IT WORKS

People don't care how much you know until they know how much you care. F.O.R.D. helps you show it.

- Creates meaningful, memorable conversations
- Builds trust and rapport faster
- Uncovers deeper motivations behind a move
- Helps you tailor your service and recommendations
- Strengthens long-term relationships and referrals