

Building Results for The Housing Industry

Closing: A Natural Step in the Selling Process

If you don't ask for the order, you won't make the sale. That statement is one of the basic truths of the new home selling profession. Because when your sales representatives ask for the order they provide the momentum for your customers to say "yes".

In the business of new home selling, closing is the name of the game. The fundamentals of closing – the rules of the game – can be summarized by the following closing principles:

1. The best discovers and qualifiers make the best closers.
2. Understand why people buy.
3. Assume success.
4. Close constantly.
5. Create urgency.
6. Maintain leadership and control.

Though sales representatives may feel closing a sale is a magic moment, in reality, closing is simply the formality of following the six closing principles and then asking for a decision when they feel certain the perspective buyer is going to say "yes".

To get to that "yes" consistently your sales representatives must also be proficient in all phases of new home selling. Therefore, the first move toward sharpening closing skills is to improve all new home selling skills, especially the ability to discover and qualify. The more proficient your sales representative is in this vital area, the more successful they will be in closing.

We live in a world of change. The new home buyer changes daily. Your homes change constantly. But through all this change, certain closing principles are common and unchanged. This fast-paced 3-hour **Closing** Workshop teaches your sales representatives how to use the closing principles to ask for the order.

Successfully completing the **Closing** Workshop will enable your sales representatives to:

- Recognize buying signals that initiate the closing process.
- Set up the close by gaining agreements in six key closing categories: home, homesite, community, location, financing, and builder.
- Vary the type of close to fit the requirements of the customer.
- Gain a partial buying decision when it is appropriate.
- Initiate the six principles of closing.
- Prepare the buyer for the possibility of remorse.
- Ask for a referral.

Good luck and good selling!

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