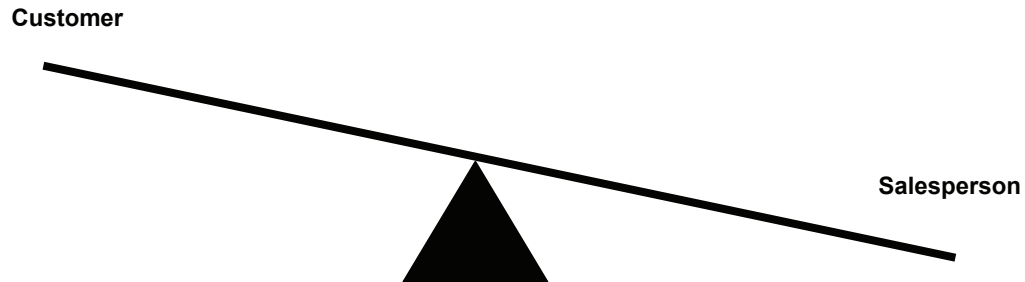


Building Results for The Housing Industry

Communication Principles



When sales representatives and customers meet for the first time they are coming from a totally different place. Customers want to look, compare, and evaluate to determine if the model fits their needs and wants. Sales representative wants to question, build value, demonstrate, handle objections, and close. These are entirely different motivations. That is why sales representatives must possess the ability to meet the buying needs of their customers while balancing their selling needs to achieve maximum sales results.

This fast-paced 3-hour **Communication Principles** Workshop examines six communication principles and their impact on successful new home selling:

1. You are always communicating.
2. The mind and body are parts of the same system.
3. Ride the horse in the direction it is going.
4. The person with the most knowledge, in a system, will have the most influence.
5. The map is not the territory.
6. The exception is not the rule.

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

- Recognize that physiology, tonality, and words all impact the level of rapport achieved with customers.
- Understand that negative thoughts are communicated through words and actions and can have a damaging affect on the sale.
- Move with the customer while maintaining a high level of control and rapport.
- Understand that only through knowledge they gain influence.
- Recognize that the level of information received is predicated on what the customer has experienced before, during, and after the sales presentation.
- Let go of what they don't control and work with what they do control.

Good luck and good selling!

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