

Building Results for The Housing Industry

Connecting: The Key to Building a Successful Buying Relationship

Sales representatives only meet a new customer for the first time once. What they do at that time sets up the relationship they will have from that time forward.

In a recent consumer research article in the Wall Street Journal, 57% of the respondents stated the reason they did not buy was because they didn't like the salesperson. This means that customers are more likely to say yes to someone they like.

However, before customers can like sales representatives, sales representatives must demonstrate through words and actions they like customers. The strategies for liking are present in the **Connecting** process.

There are six distinct elements which make up the **Connecting** process:

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|---------------------|---------------------------------|
| 1. Attitude | 4. Determining Needs |
| 2. Presentation | 5. Determining a Sales Strategy |
| 3. Building Rapport | 6. The Greeting Itself |

This fast paced **Connecting** Workshop examines each distinct element.

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

- Demonstrate a positive mental attitude that communicates a sense of appreciation and understanding for your customers.
- Understand that a sales presentation is more than a sales pitch; it encompasses the way the builder, community, financing, homesites, homes, and location are presented to your potential homebuyers.
- Communicate effectively and efficiently with all homebuyer types by utilizing rapport building sales principles.
- Transition from connecting to asking discovery and qualifying precise decision-making questions.
- Change listening habits that affect your sales representative's ability to understand, with clarity, what a prospect needs, wants, and is important.
- Determine a selling and buying strategy based upon available time.
- Understand how to bring about one of the four sales presentation objectives that ensures a prospect return visit.
- Learn how to seamlessly put together the whole **Connecting** process that will make certain your salespeople spend more time with each customer.

Good luck and good selling!

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