

Building Results for The Housing Industry

Demonstrating the Home: The Competitive Edge

You can show more in five minutes than you can tell in one hour. There is no question that demonstrating is one of the most important steps in the new home selling process. Although there are many reasons why demonstrating is such an essential part of the new home selling process, six key reasons stand out:

1. To establish sales representative credibility through product knowledge.
2. To sell a company's reputation for quality construction.
3. To explain included features and sell custom features.
4. To ask any remaining discovery and qualifying precise questions.
5. To lead prospects to minor decisions by utilizing tie down and trial close precise questions.
6. To sell a trip to the homesites, where the sales representative and your customer can look at specific homes or properties.

This fast-paced ***Demonstrating the Home*** Workshop also highlights two other compelling reasons for demonstrating: *people believe what they see*; and *people want to experience what they are considering buying*.

Selling in today's competitive market requires a well-planned and convincing demonstration where your sales representatives participate in the experience. Simply allowing a prospect to tour a model home alone may guarantee failure. You can bet that your competitor down the street is more than ready to make any deal to make the sale. The only protection against today's giveaway programs is telling your whole builder story, including the many product features and benefits of your homes.

Successfully completing the 3-hour ***Demonstrating the Home*** Workshop will enable your sales representatives to:

- Develop a productive sales presentation around the four basic requirements of a new home demonstration.
- Understand the five elements that are an integral part of every successful new home demonstration.
- Demonstrate the home to create maximum excitement and interest by utilizing the six step ***Demonstrating the Home*** process.
- Gain agreement and trail close homes' features and benefits to the prospects dominant buying motivations.
- Physically and emotionally involve prospects with the home to help them picture the benefits of home ownership.

Good luck and good selling!

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