

Building Results for The Housing Industry

Demonstrating the Homesite: A Unique Advantage

How do your sales representatives feel about selling homesites? Do they think of them merely as convenient places to put your houses, perhaps as necessary but bothersome details that complicate the new home selling process? Or do they view them as opportunities, as indispensable aids on the way to the sale?

The fact is a thorough understanding and appreciation of homesites is a requirement to successful new home selling. Your sales representatives won't close many sales if they're unable or unwilling to demonstrate the homesite.

To enhance homesite selling, sales representatives must keep these fundamental principles in mind:

1. Every homesite is unique.
2. Every homesite is different.
3. No two are alike.

Each time your sales representatives demonstrate a homesite, they are showing a product that is exclusive and irreplaceable. They are offering your customers an opportunity to own something that no one else may own. Each homesite is one-of-a-kind, the only one like it in the entire world.

This exclusivity constitutes a powerful selling force. The late Rosser Reeves, who headed one of the world's largest advertising agencies, BBD&O, called this force, USP or Unique Selling Proposition. He claimed that every worthy product embodied a unique characteristic that made it desirable. He said, "*Discover that unique characteristic and people will buy.*" In the case of homesites, the USP is exclusivity. And that's a compelling reason to buy.

This fast-paced ***Demonstrating the Homesite*** Workshop provides your sales representatives with all the knowledge they need to demonstrate the USP's present in your homesites.

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

- Look at homesites from production's point of view.
- See homesites from the customer's perspective.
- Get prospects to the homesite to experience your homesites USP's.
- Demonstrate homesites by utilizing the six step building value process.
- Physically and emotionally involve prospects with the homesite USP's to help them picture the benefits of home ownership.
- Connect prospects' dominant buying motivation to the homesite.

Good luck and good selling!

Robert E. Hafer & Associates • 972-795-5926