

## Building Results for The Housing Industry

### ***Follow-Up: Bring Them Back To Make the Sale***

Ninety-nine percent of your business is done with prospects who return -prospects that did not purchase on their first visit. According to research studies on the attitudes and actions of new home buyers your prospects are likely to do the following:

1. Inspect at least six to ten new home communities or other alternatives before deciding upon a purchase, unless the selection is limited.
2. Narrow their interest to three or four, then one to two models. Once they have settled upon four or less, they are ripe for closing.
3. Return two to four times to each home they're considering before making a purchase, unless they've had much product exposure or are pressed by urgency, such as a transferee.

So, your sales representatives must make their prospects return. That's where effective follow up makes the big difference between a sale and no sale.

The follow up, contrary to what the name may seem to imply, is not limited to what the sales representative does after they say "*good bye*". More properly, it could be described as what your sales representatives do after they say "*hello*". In short, follow up involves taking the necessary steps from the outset of the sales presentation to bring prospects back a second time to answer questions, build value in home and homesite, and move the prospect toward a buying decision.

During this fast-paced ***Follow-Up*** Workshop, your sales representatives will learn a four-step follow up process that will convince prospects return. Because very few sales are closed during the initial visit, effective follow up may mean the difference between your company's success and failure.

Successfully completing the ***Follow-Up*** Workshop will enable your sales representatives to:

- Exercise the level of personal discipline and time management necessary to accomplish professional follow up effectively and efficiently.
- Make the follow up process systematic which will yield higher be-backs and additional sales.
- Organize a phone sales presentation utilizing a nine-step process for follow up phone calls.
- Implement a four-step follow up process that will make certain return visits.
- Understand that follow up is a full time job. It requires thinking about follow up; justifying follow up; and implementing follow up consistently.

**Good luck and good selling!**

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