

## Building Results for The Housing Industry

### ***The Home Buying Process: Working With Not Against the Buyer***

To be successful in new home selling your sales representatives must align with a customer's home buying process. Unfortunately, what your sales representatives have been taught is to ignore the home buying process and focus entirely on the selling process. To ignore the home buying process makes the sales representative's job difficult and less satisfying. To embrace the home buying process makes the sales representative's job stress free, rewarding, and gratifying.

This fast-past ***Home Buying Process*** Workshop teaches your sales representatives how to align their sales presentation with the customer's home buying process, thereby reducing or eliminating an adversarial selling and buying relationship.

When your customers sense that your sales representatives want to do things **for** them they are willing to align themselves with your sales representatives and the result is cooperation. With cooperation your sales representatives and customers transition smoothly from one step of the home buying process to the next without your sales representatives compromising their selling process. Your sales representatives and customers move toward a common goal; the purchase and sale of a new home.

This workshop teaches your sales representatives how to work with not against their prospects.

Successfully completing the ***Home Buying Process*** Workshop will enable your sales representatives to:

- Understand the differences between the home buying and selling process.
- Develop selling strategies that align their sales process with their customer's home buying process.
- Identify prospects that are experiencing life change by asking precise decision-making questions.
- Recognize that new home prospects want to look, compare, and evaluate the product before answering questions.
- Understand that a new home prospect visits the model home to eliminate not to purchase.
- Appreciate that new home prospects need time to talk before deciding.
- Understand that resistance is a buying signal.
- Develop a strategy to work with buyer remorse.
- Ask for a referral.

**Good luck and good selling!**

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