

Building Results for The Housing Industry

Preparation: Choice Not Chance Determines Success

Read the following statements ... decide if they would impress or scare one of your serious new home customers.

1. *Let me look up the features and benefits the builder says we have in this home.*
2. *I don't know much about this home. You see I'm new here and it's all confusing.*
3. *Of course the doors and windows won't stick like this in your home.*
4. *I think the builder is eight or ten years old, I'm just not sure.*

If you were one of your customers can you imagine your reaction to a salesperson that made any one of these statements? Would you trust them? How would you assess their professionalism and their credibility? Would you make perhaps the greatest financial investment of your life with them? Would you expect them to be able to provide the level of professional assistance and guidance you have a right to expect from a new home salesperson?

The obvious answer to these questions, is no. Why? Because there was clearly inadequate **Preparation** to do the job professionally and to make the new home purchase as exciting and hassle free as possible.

So **Preparation** must precede all the other steps in the new home selling process. Your sales representatives must have a working knowledge of your homes, homesites, location, community, financing, and most importantly, they must clearly understand the many benefits of your company.

This fast paced **Preparation** Workshop examines all the elements necessary to prepare your sales representatives to provide the necessary information for your customers to make informed home buying decisions.

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

- Acquire the knowledge necessary to prepare them to professionally sell your new homes. The following knowledge areas are reviewed:

Physical Preparation

- Self
- Sales Center
- Models or trailers
- Community

Acquisition of Knowledge

- Competition
- Homes
- Homesites
- Community
- Location
- Financing
- Builder
- Community issues
- Policies and procedures

Good luck and good selling!

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