

## Building Results for The Housing Industry

### ***Selling Preference: Understanding Your Selling Preference***

Every salesperson has a selling preference, a selling style that is favored over all others.

This selling preference is the result of many factors: an active or passive personality, the way the salesperson was raised; the type of sales training the salesperson received; or is the result of actual selling and buying situations the salesperson has experienced. In other words a salesperson adopts a selling preference that matches their personality. Then when customers enter the model home the salesperson interacts in a manner that is comfortable and familiar. While this may cause a feeling of calmness within the salesperson it may not bring about the best sales result for you.

To change selling preference a sales representative must have available alternative choices; choices that meet the needs of both the sales representative, customer and cause excellent sales results for you.

This fast-paced ***Selling Preference*** Workshop examines three selling preferences: administrator, participator, and facilitator. Your sales representatives will identify with one of these three selling preferences. The workshop then provides selling strategies that allow the sales representative to focus their sales efforts on the two selling preferences that achieve better sales results.

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

- Understand that prospect is either moving toward or away from sales representative. Salesperson actions determine sales success.
- Identify selling preference: administrator, participator or facilitator.
- Understand the following about each selling preference:
  - Administrator – Shows up and hopes something good will happen.
  - Participator – Causes good things to happen through words and actions.
  - Facilitator – Makes good things happen through words, actions, and strategies.
- Recognize that either the participator or facilitator selling preference guarantees better sales results consistently.
- Align selling preference with prospect buying strategies.
- Understand the importance of reconnecting with prospect during and after sales presentation to ensure sales success.

**Good luck and good selling!**

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