

About Bob Hafer



Robert E. Hafer
MIRM, CSP

Bob Hafer's 36 years of experience qualify him as an experienced and knowledgeable new home sales trainer, consultant, speaker and author for the home building industry. He has held positions ranging from new home sales specialist to division and regional president.

For over a decade, Bob has provided new home sales training, merchandising, and marketing strategy expertise to over 90 homebuilders coast to coast. Hafer has been featured as a subject matter expert in nationally recognized media, including: Builder, Builder Radio, Realtor, Realty Times, The Real Estate Professional, Texas Builder, Texas Homebuilder and Professional Builder.

In 2006 he authored '*Building Results – The Ultimate How to Guide for New Home Sales*'. *Building Results* does just that – provides a fresh, actionable approach on the new home sales process. By teaching readers how to create an environment in which they psychologically embrace the buyer, the reader develops a profound understanding of customers' needs and desires.

Bob is also working on his second book, '*The Six Psychological Rules that Govern Buying and Selling*,' scheduled to be published early 2009. This book focuses on selling to customers the way they want to buy.

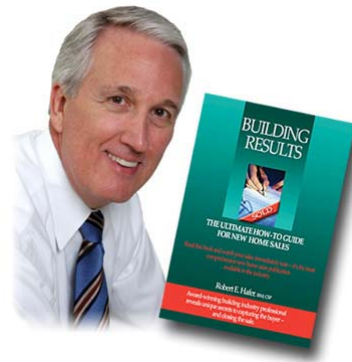
Bob Hafer challenges traditional sales principles with a combination of traditional critical path processes, Neuro-Linguistics Programming and dynamic communication concepts. The final almost magical ingredient involves leading and following – in a genius combination that literally blows the lid off conventional selling skills. No one has ever successfully combined these powerful ingredients into one cohesive, comprehensive roadmap to success.

Bob has trained thousands of successful new home sales consultants, many who have been promoted to high level sales management positions. His vigorous "how to" sales training seminars and workshops translate into a unique and productive learning experience for each salesperson ... building confidence, improving sales techniques, and significantly boosting sales.

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Fact sheet

- 36 years of experience in new home sales and training
- Held positions ranging from salesperson to regional president
- Held homebuilding positions at Ryland Homes, Woodhaven Homes, Mercedes Homes and Gehan Homes
- Since 1995 he has provided new home sales training, merchandising, and marketing strategy to over 90 homebuilders coast to coast
- Author of *Building Results: The Ultimate How-To Guide for New Home Sales*
- Neuro-Linguistic Programming (NLP) Practitioner. NLP uses intense psychology to understand human behavior and interactions and can applied to new-home selling
- Contributing author to Texas Homebuilder, Realty Times, New Home Know How and The Sales Center
- Frequent keynote speaker at NAHB conferences, including: the International Builders Show, Big Builder conference and Manufacturers Council conference.
- Member Institute of Residential Marketing (MIRM)
- Certified Sales Professional (CSP)
- Certified Sales Professional Instructor
- Meyers-Briggs Flex Selling Instructor
- Executive Board – Greater Dallas Homebuilders Association
- President – Dallas Sales and Marketing Council Board
- McSAM Awards Chairman – Dallas Homebuilders Association
- Education Chairman – Dallas SMC Homebuilders Association
- Rapport International Leadership Training
- Sales and Marketing Council Silver and Gold Recipient



Bob Hafer's workshops are designed for people who are willing to think differently, act on their new thoughts consistently and do what others are unwilling to do. For them, the outcome is guaranteed – new home selling success far beyond the expected.

Bob Hafer's Summary of Qualifications

Thirty-six years of progressive success in consulting, management, administration, sales, marketing, merchandising, research, and sales training. Bob Hafer is recognized for organizational abilities in every phase of homebuilding.

Fifteen Ways Bob Hafer Can Serve You

1. As a seminar leader
2. As a keynote speaker
3. As a personal one-on-one sales coach
4. As a on-site field sales trainer
5. As an internet sales trainer
6. As a sales and marketing manager trainer
7. As a recruiting and hiring consultant
8. As a sales and marketing strategy consultant
9. As a new home mystery shopping consultant
10. As a new home research consultant
11. As a public relations consultant
12. As an internet website design consultant
13. As a contact and lead management consultant
14. As an advertising consultant
15. As a focus group moderator and consultant

Bob Hafer's Seminars and Workshops

1. Preparation – Choice Not Chance Determines Success
2. Connecting – The Key to Building a Successful Buying Relationship
3. Discovery & Qualifying – The Fine Art of Asking Precise Questions
4. Building Value – Price Is Not the Issue
5. Demonstrating the Home – The Competitive Edge
6. Demonstrating the Homesite – A Unique Advantage
7. Handling Resistance – The Sale Begins When the Customer Says No
8. Closing – A Natural Step in the Selling Process
9. Follow Up – Bring Them Back to Make the Sale
10. Communication Principles – Balancing the Sales and Buying Process
11. NLP Technology – Building Bridges of Trust and Cooperation
12. Realtor Relations – A Valuable Asset
13. Selling Preference – Understanding Your Selling Preference
14. The Home Buying Process – Working with Not Against the Buyer
15. Building Results Seminar – Putting It All Together
16. *ExSell!* – Sell to People the Way They Want to Buy

Q&A

How long have you been in the new-home sales industry? 36 years

How long have you been conducting new-home sales training? 14 years. Since 1995, Bob has provided new home sales training, merchandising, and marketing strategy to over 90 homebuilders coast to coast.

During your time in the industry, which homebuilders have you worked for? Ryland Homes, Woodhaven Homes, Mercedes Homes and Gehan Homes

What certifications do you have that help you in your day-to-day job? I hold both a Member Institute of Residential Marketing (MIRM) certification as well as a Certified Sales Professional (CSP) certification. I am one of very few new-home sales trainers who teach new-home sales agents to utilize NLP (Neuro-Linguistic Programming) concepts when selling. NLP is widely used in business to improve management, sales and achievement/performance, inter-personal skills; in education to better understand learning styles, develop rapport with students and parents and to aid in motivation; and of course, NLP is a profound set of tools for personal development.

How does NLP apply to new-home sales? When salespeople apply NLP in new home selling customer satisfaction increases. This approach enables salespeople to make sure that a product is matched to a customer's precise needs. And the customer becomes aware of how carefully the salesperson is attending to what is important.

This behaviour positions a salesperson differently in the mind of the customer. The salesperson is no longer just another 'sales rep'. In the customer's mind the salesperson becomes someone-to-be-consulted and a valuable resource rather than a nuisance-to-be-tolerated.

NLP teaches salespeople that there are two ways to look at customers: salespeople can choose to emphasize the differences between themselves and their customers, or they can choose to emphasize the similarities – the things they share. If salespeople emphasize the differences, they will find it hard to establish rapport which leads to alignment and agreement. But if they emphasize what they share, resistance and antagonism quickly disappear and the customer and salesperson move together to common ground.

NLP helps salespeople to understand that they share a great deal with each customer. With awareness and practice, it becomes easy for salespeople to find themselves in their customers and to ally with them. When salespeople identify with their customers, the result is cooperation.

How many books have you authored and what are the titles? *Building Results* was published in 2006. In *Building Results*, I take the reader step by step through a surprisingly uncomplicated program, teaching readers how to create an environment in which they psychologically embrace the buyer and develop a profound understanding of customers' needs and desires. It has thoroughly and positively revolutionized the new home sales process for thousands of professional sales people throughout the nation. I am in the process of writing my second book, *The Six Psychological Rules That Govern Buying and Selling*.

What is it that makes the sales training you offer more results-oriented and more productive than other sales training? First, I provide salespeople with a firm understanding of basic selling ideas. My workshops focus on teaching how to greet properly, how to qualify properly, and so on. Unfortunately, most sales training ends there, with the instructor and the salespeople focusing on the "content" of the sales process versus the "needs" of a customer. My goal is to get salespeople away from the "selling process" and get them involved in the "prospect's buying experience". The result is a more-satisfied prospect and an easier sale.