

New-Home Sales Specialist Takes Top Producers to the Next Level With High-Powered Neuro-Linguistics Technique

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DALLAS, Sept. 13 /PRNewswire/ -- Two home-building industry leaders have collaborated on a book they expect will revolutionize traditional new-home sales processes.

Robert E. Hafer, founder of Robert E. Hafer (REH) & Associates, is the author of *Building Results, The Ultimate How-to Guide for New Home Sales Professionals*, released by Upper Canyon Road Publishing.

The publishing house is the newest venture of Karen Taylor, Dallas journalist and public relations specialist well-known in the real estate industry. A member of the team that launched *The Dallas Morning News'* Sunday Homes section, she founded Southwest Ink Public Relations.

Hafer and Taylor have a combined six decades of experience in the building industry and membership in local and state builder associations. He is former president of the Sales & Marketing Council of the Home Builders of Association of Greater Dallas, and she is a long-time HBA member.

Building Results was printed by Executive Press co-owner, Tom Sadler, another builder industry veteran and HBA officer/board member.

"*Building Results* takes new-home salespeople to the next level of success and is the basis of seminars and consulting offered by REH & Associates," says Hafer. "Tailored for builders and Realtors, the programs are known for jump-starting sales careers and company turn-arounds."

Hafer decided two years ago to put theories learned throughout his career into a book that could be used alone or with seminars and workshops. *Building Results* challenges traditional sales principles with a combination of critical-path processes, newer techniques from Neuro-Linguistic Programming and dynamic communications.

"The final magic ingredient -- leading and following -- is a powerful combination that blows the lid off conventional techniques," Hafer said. "No one has ever successfully combined these ingredients into a single cohesive process."

"Upper Canyon Road Publishing was eager to secure the contract for *Building Results* primarily because it is a uniquely effective guide to highly advanced methodology," Taylor said. "Real estate

continues to be a major economic engine in the U.S., requiring the most cutting-edge techniques available.

"Testimonials from Bob's students through the years prove the theories not only dramatically change selling careers but also profoundly impact personal interaction with family, friends and business acquaintances," she noted.

For information on Building Results visit <http://www.bobhafer.com/>, e-mail karen.taylor@southwestink.com or call 972-889-2800.

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What they're saying about Building Results:

"This great results-focused book shatters the paradigm of structured sales presentations taught by trainers who haven't been in the line of fire before today's sophisticated buyer."

Roger Fiehn, Marketing Director of the Year for the National Association of Home Builders and former chairman of the NAHB National Sales and Marketing Council

"Bob's how-to guide spoke to me with heart. It delivers a message that fires me up and beats any other book I've ever read about new-home sales. It's simply the best!"

Frank Boyd, National Sales Learning Director

"Building Results is new and fresh. Every new home sales person should read this and be as enlightened as I was. This insightful book will help every sales person be more successful."

Renee DeSantis, President, Game Film Consultants (R)

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