

The Handbook For New Home Sales Professional

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Preface

1. THE CHALLENGE OF NEW HOME SALES

"There are only three things to know about how to get what you want.

One, decide what you want

Two, decide what you are willing to give up to get it.

Three, go for it."

H.L. HUNT

Texas Oil and Real Estate Billionaire

The marketplace in the new millennium is changing dramatically. We can no longer accept "Status Quo". We now find that selling *new* homes is something that has to be worked at consistently and diligently. We have to work hard and smart to succeed, and constantly be willing to ask ourselves this question, ***"Doing what I'm doing, the way I'm presently doing it, how many sales am I missing."*** More and more builders and realtors are taking a pro-active attitude toward the selling process.

The art and science of selling new homes is changing rapidly. In a supercharged, highly competitive marketplace, salespeople who still use yesterday's techniques are finding themselves being bypassed by fast-track professionals who have learned this foundational principle: You don't succeed as a new home salesperson by manipulating or conning people into purchasing what you want them to buy. You prosper when you serve, when you assist them in recognizing their housing challenges and as you show them how those needs can be satisfied. You thrive as you learn to maximize your presentation - and people skills.

What can you expect in these pages?

You will be introduced to a higher level of awareness about your career and challenged to achieve your highest potential as a sales professional. You will be shown how to always be prepared to perform, psychologically and emotionally, and how to make a qualified and organized presentation

Special emphasis will be placed on overcoming objections. You will be given effective, proven tools to get your customers involved in the product, to own that new home (even before they buy it!) and to make a positive, mutually-satisfying decision.

"There are only three things to know about how to get what you want. One, decide what you want. Two, decide what you are willing to give up to get it. Three, go for it."

If you have already sorted out that first point — if you want to be a great new home salesperson — then let's get started.

As a new home sales professional, you are a member of an elite fraternity. For obvious reasons, hardly everyone wants to be a salesperson — salespeople have to weather too

many emotional and economic storms. Even fewer people get serious about real estate, though many try it. A select group becomes top-drawer salespeople who can succeed in new home sales.

The good news is that if you can get past the hurdles which obstruct the general working public from entering your profession, it is not only possible for you to survive, but to become wealthy.

WHICH COMES FIRST — SUCCESS OR CONFIDENCE?

Your success as a new home salesperson hinges on preparation and confidence. Confidence comes from knowledge and expertise. When you know your industry from A to Z, when you know exactly how your homes stack up against the competition, when you know so much about the customer's problems that you are absolutely sure you can render them a genuine, vital service. How can you help not being confident?

The new home salesperson must be prepared to take advantage of *every* opportunity and to meet *every* objection. That professional sales person then faces each prospective buyer with greater confidence than the person who is unwilling to prepare.

A confident attitude breaks down barriers of uncertainty, doubt and disbelief. With these obstacles out of the way, you have a straight road ahead for making a spectacular presentation of your homes' advantages, benefits and your company's services. While the average salesperson simply tries to keep from hindering a new home sale, a successful salesperson *causes* a transaction to happen and knows — every step of the way — what took place.

Success comes to the confident, prepared salesperson, and you can become one of the best!

The principle differences between the average salesperson and the professional are these:

- I. Successful salespeople discipline themselves to do those things which non-successful salespeople refuse to do!!! Such as:
 - Controlling their attitude
 - Mastering their presentation skills
 - Perform diligent, thorough and consistent "follow-through"
 - Being serious goal setters and masters of time management
 - Constantly seeking new information about their craft
 - Doing everything with sincerity, honesty and integrity

- II. The average salesperson simply engages in a conversation with the customer until the customer is ready to conclude it. However, the professional has an organized and planned presentation which they control, while at all times it is conversational. The presentation is not a social event. It is a business event in which we must be sociable.
- III. The average salesperson will not stand in the way of a transaction taking place. However, the professional causes it to happen and knows every step of the way what they did, how they did it and why they did it.

STEPS

TO NEW HOME

SALES SUCCESS

1. There is nothing quite like being a new home salesperson.
2. As a new home salesperson, you face a rapidly changing marketplace.
3. As a new home sales professional, you are a member of an elite fraternity; plus, you have an enviable potential to be highly-paid professional.
4. Your success as a new home salesperson hinges on preparation and confidence.

2. THE ALPHABET OF NEW HOME SALES SUCCESS

To be a professional new home salesperson, *A to Z*, you must be...

Aware

The professional who is aware is better able to communicate with people. Awareness provides a powerful edge over complacent competition. If you want to be recognized as a professional, then be professional! Keep abreast of your market. Develop a keen insight into the attitudes of the people with whom you are dealing. Be aware!

Believable

To be successful, you must persuade. To persuade, you must educate. To educate, you must be believable. Be different. Know your sales presentation so well that you can say it with confidence and poise. Believability is a strength born through extensive mental rehearsal.

Consistent

I believe that anyone can sell new homes. When the market is flourishing, a person can be mediocre, have bad habits — and *still* look good. Your challenge is to constantly improve your speaking, writing and listening skills.

Zig Ziglar often says, "Never judge your success based upon the failures of other people."

Just because you are making sales doesn't mean that you are successful. Even being the top salesperson in your company does not necessarily mean that you are the best. It could mean that you are the best of the worst. Instead, judge your success based upon this question: "Am I *consistently* doing the very best I can with the talent I have?" Consistency is one of the most important character traits needed by new home sales professional.

Determined

A determined professional seems to have an inborn ability to make things happen. Be firm in achieving your goals. Be committed to do your best. Put negative influences and missed sales aside.

Enthusiastic

The last four letters of the word "enthusiasm" explain everything:

I
Am
Sold
Myself

Sell yourself first — on your purpose in life, your family, your country, your company and your product. Once you are sold, you will have no trouble being enthusiastic. Remember, the top professionals have an ability to make things happen. Why? Enthusiasm!

Flexible

Most of us tend to get set in our ways. The best in any field of endeavor, however, keep looking for that *professional* way to do something better. Don't change merely for change's sake, but develop a willingness to change. Learn to recognize new advances and innovations; this will keep you ahead of the pack.

Goal-oriented

You must have an idea where you want to be and how you are going to get there. More to the point: If you fail to plan, you plan to fail. Be wise in your goal-setting expertise. Always write your goals (If you don't write a goal down, you are still in a wishful-thinking mode!). Cultivate a seasoned capacity for constantly upgrading your short-, medium-and long-range goals.

Honest

People should be able to count on you, to believe in you. In virtually every corporate and marketplace survey of desired characteristics, integrity is the highest-rated.

To achieve long-term success in this business, you have to be honest and possess a record of living up to your commitments. Beyond that point, an honest salesperson never, ever is afraid to close someone. Why? When the closing is based on honest facts and principles, that sales professional who has built a bridge of honesty recognizes that the sale is more for the customer's benefit than for personal gain.

Inquisitive

Creativity and ability to innovate comes from asking lots of "What if.. ?" and "I wonder if there's a better way... ?" questions.

A great salesperson asks a number of questions in the sales presentation, constantly probing for information and feedback. To succeed in new home sales, allow your mind to be genuinely inquisitive.

Judicious

Defined as having, applying or showing sound wisdom, this word's root is "judge."

How does this apply to new home sales? The pressure is on! Can you be wise, careful and discreet even when the heat is on?

Knowledgeable

Be a problem-solver. Start by being more knowledgeable about your product than your

co-workers. Prepare yourself by becoming more familiar with your competitors' product than your competitors are.

Loyal

If you haven't already established a reputation for rock-hard, 100% loyalty, you will be worried by this defect for the rest of your career. A reputation for disloyalty is bound to make you unwelcome anywhere in new home sales. You make your way to the top not by back-stabbing, but by establishing early on in your career an unshakable reputation as a true, stand-up professional.

Motivated

Nido Qubein, the best-selling author and top-flight corporate consultant says, "When you become a professional, you give up the right to think negative, to talk negative and to be negative." Whatever else you are, you must be a highly motivated professional with optimum self esteem and a tremendously positive attitude.

Here's one of my secrets: Learn to use the word "incredible".

When someone asks, "How's business?" Answer, "It's incredible!" If you just closed three houses in the past two hours, or if you haven't sold a home in a month, you can honestly say, "It's incredible!"

Get in the habit of saying that word to yourself and others. You will be programming yourself for success. You will become more self-motivated.

Neat

You have to be extra-careful in this area. People want to buy new homes from professionals who are neat in appearance, dress, hygiene and demeanor.

Organized

Do you keep "To Do" lists? Does your desk, calendar, notebook and automobile reflect the kind of salesperson with whom you would like to do business?

Don't always be ruled by the urgent and immediate. Don't let poor planning cause an endless series of "emergencies." Focus on the most important priorities, and develop a system for getting your life in order. The increased sales will pay off handsomely.

Prepared

Do your homework better than anyone else. Know what you are going to do at all times. Practice, Drill and Rehearse! Role-play. Become quick on your feet by being prepared.

Quick to learn

CEO of a Real Estate Developer was asked, "How do you recognize a good potential employee?"

He responded:

"By observing. I look for dedication and commitment, and willingness to learn. I think it's more the last than it is anything else, because an intelligent person can be taught almost anything that's not purely technical. So we look primarily for a desire to learn and a dedication to the job. If they have these, we can teach them the rest".

Resilient

The sales professional is the only line of work, in which a person gets paid to take abuse. You discover what you have inside when you make a great presentation and the "friendly" couple suddenly begin dumping on you: "We don't like your company. We don't like your houses. Furthermore, we don't like you."

Anthony Robbins, in *Unlimited Power*, writes:

"Winners, leaders, masters — people with personal power — all understand that if you try something and do not get the outcome you want, it's simply feedback. You use that information to make finer distinctions about what you need to do to produce the results you desire."

Single-minded in purpose

Before you begin any presentation, you should reaffirm your mission by asking yourself these three questions:

"Who am I?"

"Where am I?"

"Why am I here?"

Unless you can focus yourself during every presentation, you may have a problem developing a life-long single-mindedness of purpose.

Time conscious

Time is a non-replenishable natural resource. The success you enjoy tomorrow will be in direct proportion to your ability to manage time today. The top new home sales professionals understand the importance of doing weekly planners — listing the activities that they must accomplish in the week, then breaking those down into daily and hourly activities.

I have noticed that the best-paid veterans realize that one of the keys to time-management is to spend the first hours of each working day doing the most difficult things. Success hinges on your ability to maximize your time!

Understanding

Be empathetic with your customers. Understand why things can't always be exactly the way you want them to be. Feel the needs of other people.

Vibrant

Develop a love for life. Your attitude, after all, is a choice that you make. You can look at everything as the worst thing that could have happened to you, or you can say, "That's the greatest thing that could have happened to me."

Love what you are doing.

Willing

The Professional is a willing person. Willing to do those things, a non successful people refuse to do. Willing to have open mind and willing to try new things.

X-traordinary

Ordinary people do things in ordinary ways. Extraordinary people do things in extraordinary ways. Develop your own style. Be memorable. Use your talents and blend them with a little bit of showbiz. The best new home sales professionals have a talent for making an impact on the opinions and actions of others — an influence so subtle that it may go unrecognized at first.

You-oriented

Certainly, you are important, but so is everyone else. As a professional, you must learn to put your own wants aside so that you can identify your customer's needs.

Earl Nightingale said, "If you help enough people to get what they want, you will automatically get what you want."

Develop a genuine interest in people.

Zealous (Setting priorities)

The best salespeople are driven by a sense of mission. What is important to you? What are you willing to do in order to reach your goals?

Resolve to be Zealous about setting priorities for your career and your life.

The difference between interest and commitment is that when you only have interest in something, you do what it takes only when it's convenient, but when you have commitment, you accept no excuses, just results.

HOW DO YOU RATE – A TO Z?

Identify your own sales professional profile, using the *Alphabet of Success*.
Rate your characteristics using the following numbers

- 5 (always)
- 4 (most of the time)
- 3 (50:50)
- 2 (rarely)
- 1 (never)

Aware		Neat	
Believable		Organised	
Consistent		Prepared	
Determined		Quick to Learn	
Enthusiastic		Resilient	
Flexible		Single – minded in purpose	
Goal Oriented		Time Conscious	
Honest		Understanding	
Inquisitive		Vibrant	
Judicious		Willing	
Knowledgeable		X-traordinary	
Loyal		You – oriented	
Motivated		Zealous (Setting priorities)	

SCORING : 59 or less MAJOR CORRECTIONS ARE CRITICAL.
 60-89 AREAS OF IMPROVEMENT ARE ESSENTIAL
 90-109 SOME PROGRESS SHOULD BE DESIRED.
 110-130 WOW!

STEPS TO NEW HOME SALES SUCCESS

1. The customer buys YOU first!
2. Selling, of all the professions, should be the most respected.
3. Because you are so vitally important to society and the economy, you must be totally prepared to perform at all times.
4. Success in new home sales takes an uncommon commitment — from A to Z!

3. PROFESSIONAL COMMUNICATOR

“Words Makes the Difference”

The table below list some words to eliminate from your sales presentation and the positive words & phrases to replace them.

Don't Say	Instead Say
Down payment / Booking Amount	Initial deposit, Initial Equity, Initial Investment
Buy / spend	Own, Acquire, Invest
Price / Cost	Total Investment, Total Value
Monthly Payment	Monthly Investment
What you can afford	Within the budget you set for yourself
Upscale, Upper - end	Premier , Luxury
Lower – end	Very affordable
Cheaper	Affordable, Less expensive
Builder	QUALITY home builder
New construction	Brand new homes
Resale value	Enhanced appreciation
Flat / House	Home / Residence
Useable area	Living space
Comes with	Your homes include
Option / Upgrade	Personal Choice, Luxury Feature

We sell	You may choose from
Customer Service	Customer Care / Satisfaction
Elevation	Architectural design / Style
Enquiry form	Guest card
Sign / Execute / Tie up	Approve / Authorize / Endorse
Discount	Promotional offer, Limited time, / Special incentive
Disclaimer	Important product information
Tentative Possession date	Estimated completion date.
Agent / Broker	Representative
Client / prospect	Customer / Guest
Commission	Fee for professional services
They	Our company, We, My company
Let me tell you	May I share with you
Can I be honest	To be frank / frankly
No	Regretfully

Picture painting Words & Phrases to be used in sales presentation

Words

Opportunity	Lifestyle	Spacious
Bright	Cheerful	Sunny
Dramatic	Exciting	Elegant
Secure	Quality	Craftsmanship
Tranquil	Relaxing	Nestled
Sophisticated	Intimate	Private
Classic	Classy	Charm
World class	Estate	Custom
Unique	Individual	Good Life
Personality	Prestigious	Simple
Timeless	Value	Refreshing

Phrases

- ✓ Here to Help
- ✓ Room to breathe
- ✓ State of the art
- ✓ One of kind
- ✓ Proud to come home
- ✓ A fun place to live
- ✓ Innovative
- ✓ Green building
- ✓ Environmentally friendly

4. TEN POSITIONING MINDSETS OF A NEW HOME SALES PROFESSIONAL

Here are 10 specific mindsets that are absolutely crucial to the person who wants to be a top professional in this business.

I. Before making *any* presentation, I will ask myself these three questions:

"Who am I?"

"Where am I?"

"What am I here to accomplish?"

I am a professional, in my arena, to win!"

II. I will never assume *anything* but the sale.

If I don't try, they won't buy!

Never assume anything but the sale!

III. I will always be prepared and have an organized, planned, conversational presentation.

IV. My primary job as a master communicator in the presentation process is to constantly seek the truth. You seek the truth by probing, asking questions and using involvement selling skills.

V. I will qualify everyone using the C.O.M.M.A. qualifying approach.

Commitment

Opportunity

Money

Motivation

Action

VI. When necessary, I will answer a question with a question.

You need to know why they are asking the question, plus you can use this technique to get the prospect more involved in the selling process.

VII. I will skillfully use appropriate involvement questions throughout my presentation.

involvement questions will cause people to own the concept that you've given them, especially when they answer your involvement questions affirmatively.

VIII. In every presentation I will ask for the sale at least three times.

Anything less casts doubt on your commitment to the selling profession and disregards potential customers' needs. It also brings out their objections.

IX. **I will handle objections by skillfully using the "6 Step Method".**

X. **Whenever I ask a closing question, I will shut up!**

I will be quiet for one major reason: Whoever talks next owns it.

When the prospect has shown interest and can afford the home, if he or she does not buy after I have made a presentation, I must accept the responsibility.

You didn't explain the opportunity correctly, or they did not believe you. Either way, both you and the prospect lose

STEPS

TO NEW HOME

SALES SUCCESS

1. You are not a new home salesperson; first and foremost, you are a professional communicator.
2. First impressions of you can either be valuable or expensive.
3. Position yourself as a *Professional sales person*.
4. Develop the 10 position Mindsets of a new home sales professional.

5. SEQUENCE FOR SUCCESS

There are six scenes in Sequence for Success:

- I. **GREET**
- II. **QUALIFY**
- III. **DEMONSTRATE**
- IV. **SITE/SELECT**
- V. **CLOSE**
- VI. **FOLLOW-THROUGH**

Here are a few "memory pegs" to help you remember this vital outline for your PLANNED PRESENTATION.

Hold up the hand you write with, put up your thumb and say **GREET**.

Hold up your forefinger and say **QUALIFY**.

Add the next finger and say **DEMONSTRATE**.

Next, the ring finger and say **SITE OR SELECT**.

Raise your little finger while saying **CLOSE**.

Then make a fist and say **FOLLOW-THROUGH**.

Use whatever techniques you need, but remember that this is the order you should always use. You can use flexibility when it comes to each component, but you should never change the basic six-part SEQUENCE FOR SUCCESS.

GREET

During the first few moments, you want to establish trust and make a friend. You DON'T want to push immediately into a "pitch."

One of the best ways to get people to respond positively to you is to offer them a drink. Make it hot in the winter and cold in the summer. A drink establishes a hospitable, homey atmosphere; it helps obligate the prospect to you. Little touches can make big differences!

QUALIFY

Your purpose in qualifying the prospect is to determine who the person is, what he or she really needs and how you can fill that need.

The qualifying process technically begins after the greeting; in actuality, it continues throughout your presentation and overlaps every other step.

COMMITMENT — Is the prospect serious?

OPPORTUNITY — What does the prospect need and want?

MOTIVATION — Why is he or she here?

MONEY — Does the prospect have the financial ability to invest in a home?

ACTION — When will the prospect act? When will he or she decide?**DEMONSTRATE**

Generally, you demonstrate by showing your product, building emotion, asking questions, listening carefully and observing the prospect's responses.

Specifically, you want to show your product from the outside in: you and your company first, the micro- and macro-location next, then the amenities and your product.

SITE/SELECT

In this step, you actually take prospects to the physical location or you take them to specific home sites or completed residences which are available for immediate ownership. Choose the most scenic route.

CLOSE

I will spend most of the time in dealing with objections and closes. Suffice it to say that your primary goal is a mutually-satisfying conclusion to the PLANNED PRESENTATION.

Specifically, you should explain the purchase procedure and ask for the sale. Do the paperwork. Overcome objections. If you do not close, establish a firm follow-up appointment.

FOLLOW-THROUGH

We need to cause those customers who do not purchase on 1st Visit to return for 2nd visit. This is because statistically most buyers they make their purchasing decisions on 2nd, 3rd, 4th visit only. Getting them back increases the probability of the sale.

SEQUENCE FOR SUCCESS COMPONENTS

It is intended as a guide for putting together your professional presentation.

I. THE GREETING AND APPROACH

- A. I will introduce myself when greeting the prospect and obtain his/her name.
- B. I will determine:
 - i. The number of visits to the sales office.
 - ii. What attracted them to my project.
- C. I will be neat and professional in my appearance.
- D. I will be polite and enthusiastic.

II. THE QUALIFICATION

- A. I will qualify the prospect using the C.O.M.M.A concept,

and will ask:

- i. The size of family.
- ii. Type of home desired.
- iii. Price range desired.
- iv. Type of home moving from.
- v. Reason for moving.
- vi. Time needed.

B. I will determine:

- i. Employment status.
- ii. Ability to purchase (cash or mortgage).

III. THE DEMONSTRATION

A. PRESENTATION

- i. I will discuss myself/my company.
- ii. I will conduct the tour of:
 - Information center.
 - Models.
 - Homesites or available completed homes, if applicable.
 - Recreation area.
- iii. I will take control when touring models and homesites.
- iv. I will have a **PLANNED PRESENTATION** and conduct it in a professional manner.

B. PROJECT KNOWLEDGE

- i. will discuss:
 - quality of the neighborhood.
 - residents.
- ii. will offer information on:
 - schools.
 - shopping.
 - hospitals.
 - temples / places of worship.
 - recreation.
 - transportation.

C. SPECIFIC AMENITIES/PRODUCT KNOWLEDGE

- i. I will discuss:
 - a. variety of available homes.
 - b. sizes/floor plans/types.
 - c. quality of individual homes.
2. Key features and options.
3. Financing and lending institutions.

IV. THE CLOSE

- i. I will offer the procedure for purchase.
- ii. I will ask for the sale.
- iii. I will ask for the sale more than once.
- iv. I will show an agreement.
- v. I will attempt to overcome objections.
- vi. I will establish a firm follow-up appointment.

STEPS

TO NEW HOME

SALES SUCCESS

1. It is **SHOWTIME!** when the prospect walks into your sales office. You are the producer/director. The customer is your actor. Spotlight him or her!
2. Your **PLANNED PRESENTATION** should follow this **SEQUENCE FOR SUCCESS: GREET, QUALIFY, DEMONSTRATE, SITE/ SELECT, CLOSE** and **"FOLLOW-THROUGH"**.

6. HOW TO HANDLE OBJECTIONS PROFESSIONALLY

In the new home sales industry, objections are usually requests for more information, and they take five "hidden" forms:

- I. **A need for rationalization.**
Sometimes an objection can be a cry for help. Deep down, the prospect probably agrees with you on every point that you've made, but he or she wants to be a bit more convinced that the investment is wise, safe and not extravagant. Price objections almost always fit into this "hidden" reason.
- II. **A desire for support.**
The first "hidden" reason related to an inner compulsion to obtain more information for one's self.
This reason is similar to number one, but it centers on the need to get more support material to help convince others — family, associates and neighbors — who will question the investor's decision.
- III. **A request for reassurance.**
Deeper than either of the previous reasons, this need springs from a natural nervousness shared by most people. Any rational person wants to be absolutely certain that they are making the best decision — one they won't regret.
- IV. **A matter of pride.**
The prospect may be totally convinced that you are the best salesperson, your project the finest and your homes the most wonderful. As a matter of pride, however, he or she may feel obligated to "deal" or stall.
An objection, especially a lower-price challenge, is probably an attempt to "feel you out." Let's face it, most prospects think, "What have I got to lose?"
As a new home salesperson, you have an established, firm price, so you usually cannot negotiate. Your job is to focus on quality, helping the prospect understand that he or she is getting a great price for an even greater value.
- V. **An attempt to "blow smoke."**
Sometimes people just like hearing themselves talk. Other people make silly statements just to throw you off-guard.

MASTER THESE STEPS TO OVERCOME OBJECTIONS

When a prospect raises an objection, they mention it because they want to say something. Their words may or may not be significant.

If someone raises an objection, even if you have the perfectly prepared answer, you may not want to immediately shoot down their objection with your gem. Just giving the answer itself is not always the best response.

STEP 1: Hear the objection out.

STEP 2: Repeat it back.

STEP 3: Question the objection.

STEP 4: Answer the objection using your pre-planned responses.

STEP 5: Confirm the answer.

STEP 6: Move on!

ONE ALTERNATIVE TO REMEMBER: Shelf it!

One option, especially when an objection is raised during the early- to mid-portion of your presentation, is to shelve it.

There are occasions when it is not to your advantage to confront an objection.

STEPS

TO NEW HOME

SALES SUCCESS

1. Objections from a prospect are usually requests for more information.
2. Be prepared by putting together your " List" of the 20 most-asked objections and your prepared answers.
3. Learn to handle objections by using the six basic steps: HEAR THE OBJECTION OUT, FEED IT BACK, QUESTION THE OBJECTION, ANSWER THE OBJECTION USING YOUR PREPLANNED ANSWERS, CONFIRM THE ANSWER and MOVE ON.

There are only two conditions which a professional will accept for a missed close: no money or no credit