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Your Secret Sales Power

Writing, Personalizing and Using Scripts

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Today's KEY Points

- There are some basics we will cover before we get to the “new” stuff – It’s like learning multiplication tables
- You will need to practice these new skills – Just like piano and free throws
- This is Presentation. Remember, Discovery is way more important than any presentation or closing technique
- Although we talk about greeting, bonding, presenting, handling objections and closing sequentially in reality it is a very fluid dance

NON VERBAL COMMUNICATION



- **STANFORD RESEARCH SHOWS US THAT NONVERBAL MESSAGES MAKE UP 93% OF WHAT WE TRANSMIT:**
 - **55% PHYSICAL**
 - **38% TONE OF VOICE**
 - **COMMUNICATION IS ONLY 7% WORDS**

COMMUNICATION IS 55% PHYSICALLY TRANSMITTED



- Our body language is a much more reliable indicator of our true message than anything we say.
- For example, if I say I'm sorry but my arms are crossed and my face is furrowed, will you believe me?

COMMUNICATION IS 38% TONE OF VOICE

- Using the same example, let's say I spit my apology out in a snarl, especially with the body language mentioned previously.



What is the real message?



Effective Communication

- Words are more effective when supported by two communication concepts:
 - Body language, and
 - Tone of Voice.
- The phrases “walk the talk” and “talk is cheap” make these principles clear.
 - **Confidence**, **enthusiasm** and **attitude** are suggested by the way you present yourself and the tone of your voice. It makes people feel what you say.

It's SHOWTIME

- Being affects Doing
- Nobody can transfer energy without energy
- You must have a response ready
- It must be uniquely yours
- You must use it with energy



But Sales is not like a movie

...Or is it?



- I need to inject my own personality into my responses and not be “Programmed”
- What I’ve been doing has been working
- I tried that and it doesn’t work

What if we “Wing It?”

- Can you imagine the scene:
 - The Movie: *Sweet Home Alabama*...
 - Candice Bergen as the future Mother in Law
 - Reese Witherspoon as her “Maybe” Daughter in Law who is at the wedding altar
 - Mary Kay Place as her Mother trying to support her indecisive daughter
 - Mom says...





Why Scripts?

With Them You're:

- **S**aying everything important
- **C**reating emotional appeal
- **R**ecognizing and avoiding traps
- **I**ndividualizing - Never sounding “canned”
- **P**romptly and confidently responding
- **T**o the point and brief
- **S**moothly transitioning back to your critical path

These are Scripts

- Scripts are a track to run on, not a pair of handcuffs
- If you practice until you own them, they will be very natural
- If you have them in your quiver, you will never feel “cornered”
- And, most of all, the alternative just doesn’t work



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How to Write Scripts

- Define an Issue
- Write It Down
- Rewrite it in the form of a prospect question or objection
- Write an Answer
- Rewrite it with Emotional Power Words
- KISS i.e. Edit it again
- Practice, Practice, Practice

How to Write Scripts

1. Define an Issue



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How to Write Scripts

2. Write It Down



Write It Down

- Buyers are all asking for a “Deal”
 - What are the incentives;
 - Will the builder deal;
 - how much will builder come off the price

How to Write Scripts

3. Rewrite it in the form of a prospect question or objection



Rewrite it as a prospect question

- We like the house, but we're not going to pay full price; what incentives is the builder willing to give us?
- Will you work a deal?
- How much will your builder come off the price?

How to Write Scripts

4. Write an Answer



Write an Answer

- You must be straightforward and honest
- You must stay positive
- You must give yourself room to work...In other words keep them talking.
- We are competitive with other builders and do the best we can within current cost structures. We are an award winning builder and can't just give the house away, of course. What kind of a discount are you looking for?

How to Write Scripts

5. Rewrite it with Emotional Power Words



Rewrite it with Emotion

- What does a deal look like to you? (Financing, inclusions, decorator...)
- **We** at ABC Builders want **our homeowners** to be **enthusiastic fans**. **Let's work together** to get the **home you are picturing** at the price that works for you.
- **I'll make sure** you get the best deal. How does that sound?

How to Write Scripts

6. KISS i.e. Edit it again



Edit it again

- We at ABC Builders want enthusiastic homeowners. Let's work together to get your family into the home you are picturing at the best value for you.
- I'll make sure you get the best value possible. How does that sound?

How to Write Scripts

7. Practice, Practice, Practice



- Brett Favre still goes to practice every day
 - You'll never use it until you KNOW it!



How to Write Scripts

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How to Write Scripts

- Let's do some in real time
- With real issues or objections

Put It All Together



- It's SHOWTIME
- Warmly Greet
- Discover more, Present less
- Qualify
- Use ***Your Own*** Scripts
- Follow Up, Follow Up, Follow Up

We Can Help, Too

- Assistance to develop scripts and sales plans

Work sessions *(Limited to 5-20 attendees)*

If you want more specific help, we can probably get you on the right track with a one hour personal coaching session.

- Individualized coaching

- For the most impact, sign up for two 30-45 minute sessions per month, payable or cancellable quarterly.



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Questions & Comments

