

Sales and Marketing Strategies that Work in any Market

Builder 20 Club

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A United Front

- Sales and the Red Haired Stepchild
 - Don't jump in and out of it
- Fear is really not a motivator
 - Economic or job retention
- Product Appeal
 - How do you really stack up?
- Proper Pricing Strategy
 - How do you know?

Realtors: What Now?

- Listing
 - Term and Team
 - Who does and pays for what
- Cooperating
 - Be in the mainstream
 - Follow the BRC rules
- Cultivating
- Terminating

Some Real tor Observations

- Attitude for New Home Sales
- Available Tools
- Appropriate Staffing
- Promotional Responsibility
 - Whose face and story?
 - Product Desirability and Pricing

Today's KEY Points

- There are some basics we will cover before we get to the “new” stuff – X tables
- You will need to practice these new skills – Just like piano and free throws
- Discovery is way more important than any presentation or closing technique
- Although I teach a flow: greeting, bonding, discovery and presentation, in reality it is a very fluid dance without clear transitions

Some Basic Absolutes

- Listen! Listen some more. Stop Talking!!
- Acknowledge the market reality
- DON'T ARGUE!
- You cannot appear needy and sell anything
- People love to buy and hate to be sold
- Follow up. See Winston Churchill's advice

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**

THERE ARE FOUR BASIC BUYER PERSONALITY TYPES

- **CONTROLLERS / DRIVERS**
- **ANALYSTS / ANALYTICALS**
- **PROMOTERS / EXPRESSIVES**
- **SUPPORTERS / AMIABLES**

Prospecting

- How do they find the time?
- Let's make a daily plan together

DISCOVERY

- ***Remember:***
- 1. This the most important process in a sale. It clearly identifies the **presentation opportunities**.
- 2. That your clients should be doing 70% of the talking.
- 3. Communication is 55% physical. Make thoughtful observations and mental notes of the buyer's behavior.

DISCOVERY

- USE OPEN ENDED QUESTIONS
- They begin with What, When, How, Who and Why.
- Focus your questions on the buyer not the product.
- “Is this your first visit or have you been to our website?”

DISCOVERY

USE THE QUATRIN OF QUALIFYING

- Open Ended Question,
- Follow up Open Ended Question,
- Personal Response,
- Confirming Question
 - Let's Practice a few!

PRESENTATIONS

- *Remember*
- 1. Needs are used to stimulate interest —
Logical
- 2. Wants are used to pique purchase desire
— **Emotional**
- 3. Use the knowledge gathered from your thorough DISCOVERY to only present the things in which they have emotional interest

PRESENTATIONS

- PRESENT A BENEFIT - What's in it for the client
Eliminates Negative & Creates Positive Emotions
- Statement based on primary emotional need:
Control, Recognition, Security, Acceptance

Controller - "You choose where \$ go..." - You keep your money instead of paying the utility company.

Analyst - "You can feel confident knowing..." - Saves money;
Show energy bills for this home.

Promoter - "You'll take pride, knowing ..." - Latest technology,
smartest way to build

Supporter - "Your friends and family will enjoy..." - Comfort,
earth friendly (green)

STALLS and OBJECTIONS

- Stalls are messages from the Buyer that you have not connected yet.
- “I’m just looking...”
- “I want to think it over...”
- “We’re just starting our search...”

STALLS

- They are telling you to go back to bonding/building trust and discovery/qualifying. A good way to respond is to affirm and ask a question.
- “That’s great! Is there anything in particular you’re looking for?”
- “That’s wise. What area do you want to rethink?”
- “Wonderful. What exactly are you seeking?”

OBJECTIONS

- Objections, on the other hand, need to be dealt with as they are preventing positive movement toward purchase.
- You **MUST** get to the real objection which is not always the stated objection.
- Ask for more information before using standard techniques like “Feel, Felt, Found” and others
- Frequently a sale is lost to someone who does uncover the real objection and solves it to the buyer’s satisfaction.

How we say it...Counts

- Preparation is CRITICAL!
- You know what the issues are, right?
- You only will need to prepare a dozen or so
- You either look prepared or you don't
- You almost never get a "Do Over"
- You cannot afford to blow it...can you?
- As Nike says...

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

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

FOLLOW UP

- Use your best systems to stay in touch so that when the objection can be resolved, you are the one who gets the business instead of someone else.
- Make it personal and set the stage for the next contact

FOLLOW THROUGH

- We don't get paid for Sales, do we?
- We get paid for Closings!
- Make sure you have a real sale before you write it, support any remorse and shepherd your Buyer into Home Owner

REFERRALS

- Nobody is more like your current buyers than their friends and families
- Why wouldn't they want to share what they have discovered?
- Who would make a better neighbor?
- Why don't you ask?

REFERRALS

- Plan when to Ask;
 - After Contracting
 - At Design/Selection Appointment
 - At Frame walk
 - At Orientation
 - At Closing
 - 60 days after Move In IF all walk through items are satisfactorily completed
 - After all issues are happily resolved

Put It All Together

- It's SHOWTIME
- Warmly Greet
- Discover more, Present less
- Present and handle objections confidently
- Use Your Own Scripts
- Follow Up, Follow Up, Follow Up

Profit Comes From Sales

Got Sales?

**If Not, You'd Better
Get to Work on Every
One of These Processes**

Thanks for Being Here



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