

“ Stop Selling the Home  
and Start Selling  
the Experience ”

-Will Nowell



HOME SALES SYSTEM

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# ValueMatch™ Selling For Home Builders



**Sales Skills That Will Immediately Produce Results  
In Today's Housing Market**

**William J. Nowell**

 **VALUEPATH™ HOME SALES SYSTEM**  
A ServiceTrac Company

IBS

## The Secret Formula?

Relationship

Ask                      Content

Sale

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## The Situation?

- We all believe in our sales process
- We don't follow it in real life
- The three main reasons
  - Loss of Control
  - Generic Presentation
  - Lack of Understanding and Confidence
- What we need to change
  - Have a Plan
  - Be prepared to Listen
  - Understand the Mission
- The secret? Practice!

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**NOTES:**

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# ORDER YOUR COPY TODAY!

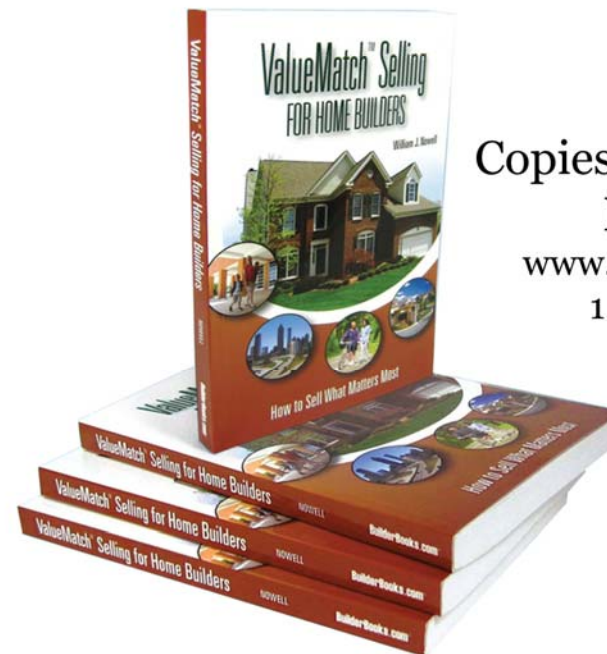
WILL NOWELL HAS REVOLUTIONIZED THE SALES PROCESS WITH VALUEMATCH™ SELLING FOR HOME BUILDERS. PROVEN, POWERFUL, AND EFFECTIVE, VALUEMATCH LISTENING SKILLS WILL HELP YOU OPEN THE DOOR TO YOUR PROSPECTIVE HOME BUYERS' EMOTIONAL NEED TO BUY A NEW HOME. THESE SKILLS, THE CORE OF THE VALUEMATCH SALES PROCESS, WILL HELP YOU MATCH WHAT YOUR HOMES HAVE TO OFFER WITH WHAT PROSPECTS VALUE MOST IN A NEW HOME—AND IT USUALLY HAS NOTHING TO DO WITH GRANITE COUNTERTOPS OR NUMBER OF BEDROOMS.

### THIS BOOK WILL TEACH YOU HOW TO:

- BUILD RAPPORT WITHIN THE FIRST 60 SECONDS
- SELL YOURSELF TO ESTABLISH A RELATIONSHIP
- CONVEY THE BUILDER'S CONCEPT OR VISION
- MAKE A DYNAMIC PRESENTATION THAT INCLUDES ASKING FOR THE CLOSE THREE TIMES
- PUT YOURSELF AND YOUR PROSPECT IN A CLOSING POSTURE
- COMPLETE THE SALE

VALUEMATCH SELLING HAS HELPED OUR SALESPEOPLE WITH THEIR RELATIONSHIP BUILDING, WHICH HAS ALWAYS BEEN AT THE CORE OF THE VILLAGES' SALES PHILOSOPHY.

—JENNIFER PARR, SENIOR VICE PRESIDENT SALES AND MARKETING  
THE VILLAGES, FLORIDA



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NEW HOME SALES  
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## SALES TRAINING

FOR THE  
HOME BUILDING INDUSTRY

### Sales Skills You Can Use Now!

**Don't Miss This Opportunity to Take Back at Least 15 Sales Skills You Can Put Into Action As Soon As You Return!!**

Capitalize on this opportunity to increase sales throughout your organization. Attending the 2009 Next Level Training will allow you to return with specific skills you can put into action immediately. With over 24 years of experience in the building industry, ValuePath™ is proud to bring you the most effective and hands on sales training of the year.

While Attending Our Next Level Training You Will Learn How To:

#### Sell Yourself

- Build Relationships
- Make a Positive First Impression in the First 60 Seconds
- Always Control the Conversation
- Listen and Learn vs. Laundry List
- Learn Customers True Motivations

#### Sell the Concept

- Learn Your Customers Decision-Driving Values
- Learn How to Powerfully Present Your Differences
- Learn to Trial Close throughout the Presentation

#### Ask For the Sale

- Learn 5 Specific and Powerful Closing Techniques
- Learn to Ignore the "No's" and get the "Yeses"
- Learn to Help the Customers Overcome Their Own Objections

#### Training Bonus

- Learn Valuable Referral Networking Techniques
- Learn How to Double Phone Results
- Unlimited Access to ValuePath's Online Sales Training Library Including: Sales Podcasts, Blogs, Video Blogs and Live Video Training by Will Nowell

*"Absolutely, Fantastic. I've been to a lot of seminars before but this one absolutely without a doubt, improved my ability to sell, sell, sell!"*

- Jeff Early, Sales Agent - Watermark

# Discover and Match Emotions

Customers Emotions can propel us forward or bring us to a Stop.

Who is your customer?

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What are they afraid of?

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What are their emotional memories?

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What do you need to get "them" to focus on?

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What do you want "them" not to focus on?

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### Stop Selling the House. Start Selling the Boom \* Boom \* Boom!

How do you want to feel about the house you buy six months after you move in? \_\_\_\_\_

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- We are always going to be competitive
- Find the house you love first, and then let's make it work for you
- Don't buy the wrong house for the right price!
- Don't walk away for the wrong reason

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## Closing Posture

Summarize the customer's situation. Empathize and gain agreement.
Summarize the customer's urgency. Reconfirm urgency and tie to action step.
Summarize the hot buttons for location, amenities, neighborhood, and home.
Throughout summary, confirm what you have identified as "hot" really hold an interest to the customer. At closing, confirm you did indeed find what they wanted in a specific home!
Note: Closing Strategy: Be prepared to ask the prospect to move forward and take the next step in the process at least three times.
<b>Optional Question 1:</b> If indeed I have shown you a house that meets the criteria we have discussed, can you think of any reason not to take the next step in the process?
<b>Optional Question 2:</b> Is there anything you can think of that we have left out that would keep you from moving forward?
<b>Optional Question 3:</b> Are there any questions you have or information I need to clarify in order for you to move forward?
Note: Stalling Strategy: If you have asked for the close at least three times and listened through each objection, and the prospect still feels they need to take more time, be prepared to come to an agreement on the next step (i.e. Offer to provide information that would be helpful, and set an appointment to meet as soon as appropriate.).
Tie Down. "Why don't we start the process to move into your new home?" "The next step of the process is..."
<b>Can you pass the closing test?</b>
<ul style="list-style-type: none"> <li>• Heart felt</li> <li>• Recommendation</li> <li>• To a friend</li> <li>• To take the next best action step</li> </ul>

## Overcoming Objections / Zingers

Hear the objection / zinger.
Assure the customer by repeating the objection / zinger.
Ask what they mean by <their objection / zinger>
Why do you ask <about the objection / zinger>?
Resume the process, remembering that the answer needs to lead back to the process.

### NOTES:

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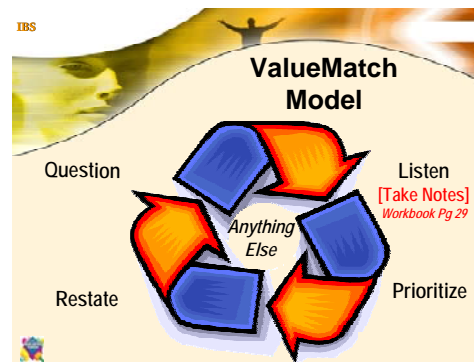


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## The ValueMatch Model



## Zingers

**Zingers - Objections**

**Question/Statement = Reasons not to buy**

I'm in a hurry.  
I really just want to look at the models.

**Do you have a pool?**

**Are there many restaurants near by?**

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## Zinger - Objections

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### Stop Answering the Question

- Start quenching their thirst
- Truth is just 2 questions away
  - *What do you mean by \_\_\_\_\_?*  
(State verbatim what was said)
  - *Why is \_\_\_\_\_ important?*  
(State verbatim what was said)

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## Discovering

**IBS**

### The Value Drill

Getting the real urgency

Accomplish? Situation?		Feel? <i>Empathize</i>
Builder?	Most? Mean?	Why? <i>Sell</i>
Location?	Most Important?	Why? <i>Sell</i>
How Long? Why Now?	Feel? Optimal Solution?	

### NOTES:

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## Discover Most Important Neighborhood Features

Take Notes! Move towards the Site Board.

**Question:** "What about the neighborhood will be most important to you?"  
"What type of neighborhood is important to you?"

Response Skill: "So, what I hear you saying is <Repeat>. What do you mean by that?"

**Question:** Why is that important to you? (**Listen to the Answer**)

Response Skill: "ValueMatch" (Relate to what they have just shared to one or more of the Neighborhood special features)

Neighborhood Special Feature #1, #2, #3

Tie Down. So, it sounds like we have the type of neighborhood you are looking for. Is that right?

## Discover Most Important Home Features

Take Notes! Move towards the Site Board.

**Question:** "So, you told me your interest is in a \_\_\_\_\_ style of home. Is that right?"  
"What type of home most interests you?" "What are some of the specific features of the home you are interested in?"

Response Skill: "So, What I hear you saying is <Repeat what is said>. What do you mean by that?"

**Question:** Why is that important to you? (**Listen to the Answer**)

Response Skill: "ValueMatch" (Relate to what they have just shared to one or more of the Home's special features)

Home Special Feature #1, #2, #3, #4

Tie Down. So, it sounds like our Model \_\_\_\_ would fit your need.

## Gaining Agreement

Summarize the customer's situation. Summarize the customer's urgency.

Summarize the hot buttons for location, amenities, site, and home.

Throughout summary, confirm what you have identified as "hot" really holds an interest to the customer.

**Question:** "What is going to be the most important issue or feature in your decision to Purchase a new home?"

Response Skill: "That's amazing! Based on what you have shared, I have exactly what you are looking for. Would you like to see some of the homes I have in mind?"

**Question:** "If indeed I can show you the home that matches everything you and I have discovered that you are looking for, would that be something you could get excited about?"

Tie Down.

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## Build Rapport

Take Notes!
<b>Question:</b> "How long have you been in your current situation? Or looking for a new home?"
<b>Question:</b> What has recently occurred to motivate you to shop or buy now?
Response Skill: "So, what I hear you saying is <Repeat what is said>. What do you mean by that (use key words or phrases)?" Repeat answer. Repeat process
<b>Question:</b> "Why is that important to you"? <or> "How do you feel about that"?
Response Skill: "So, <Repeat answer and ask> What is the optimal solution you are looking for?"
Response Skill: "ValueMatch" (Relate to what they have just shared to one or more of the special features of your community)
Community feature (or optimal solution) #1, #2, #3, #4
Tie Down.

## Discover Customer Hot Buttons

Take Notes!
Move towards the Amenities Board.
<b>Question:</b> "When you think of amenities, which ones are most important to you?" "What are some of the things you like to do in your spare time?"
Response Skill: "So, What I hear you saying is <Repeat what is said>." "What do you mean by that?" "Which one is most important to you?"
<b>Question:</b> Why is that important to you? (Listen to the Answer)
Response Skill: "ValueMatch" (Relate to what they just shared to one or more of the Amenities)
Amenity #1, Amenity #2, Amenity #3, Amenity #4
Tie Down. So if you had <repeat most important amenity> available to you, would that be important?

### NOTES:

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## Power up Demonstration

**The "WOW" Presentation**

- When you get the urge to talk, Ask a question
- Tell a story
- Describe it in the ambient light of their feelings

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**Closing Posture**

- Ask for the check three times
- Expect NO, be surprised by YES
- Don't get programmed
- Know what to say and how to say it

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## Four Powerful Closes

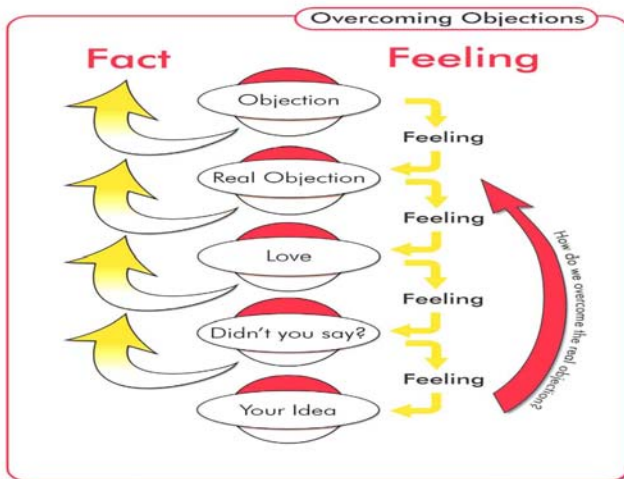
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### Four Powerful Closes

- Process
- Next Step
- Kodak
- Summary

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## Overcoming Objections



### NOTES:

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## Build Rapport

Take notes
Meet at the door (no wait) and shake hands
Make introductions (positive, upbeat, smiling) and carry clipboard and guest card with you
<b>Question:</b> What attracted you to the community?
<b>Question:</b> What would you like to accomplish today?
Response Skill: "So, <Repeat what is said>. I would be happy to help you with that. Do you mind if I ask a question first?"
<b>Question:</b> What is your situation? ( <b>Listen to the Answer</b> )
Response Skill: "So, <Repeat what is said>."
<b>Question:</b> How do you feel about the situation?
Listen to the answer and empathize.
Tie Down

## Build Value

Take Notes!
Move towards the Locator Map
<b>Question:</b> "What will be important to you about the area you move to? What has attracted you to this area?"
Response Skill: "So, What I hear you saying is <Repeat what is said>. What do you mean by that (use key words or phrases)? Repeat answer."
<b>Question:</b> Why is that important to you? ( <b>Listen to the Answer</b> )
Response Skill: "ValueMatch" (Relate what they have just shared to one or more of the area's special features)
Area feature #1, Area feature #2, Area feature #3
Tie Down

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