A FEATURED PRESENTATION OF NAHB’S INTERNATIONAL BUILDERS’ SHOW

Two Essential Programs for Every New Home Sales Professional

Presented by the National Sales and Marketing Council. For more information, please call (800) 368-5242 x8192 or visit www.nahb.org/nsmc.

Wed., Jan. 21, 2009

SUPER SALES RALLY
Cracking the New Homes Sales Code
9:00 am – 12:30 pm

SALES MANAGEMENT SUMMIT
Sales is a Game... Coaches Needed
1:30 pm – 5:00 pm

SOUTH 220/221

SUPER SALES RALLY + SALES MANAGEMENT SUMMIT

Las Vegas Convention Center, Las Vegas
In a world telling you to “Build green!” Whirlpool Corporation has a fresher, more supportive approach.

Join us in leading the way, starting with our sustainable home appliance solutions that save energy, conserve water and support clean, healthy indoor air.

From kitchen, to laundry, to HVAC and beyond, no one offers you more appliances that are ENERGY STAR® qualified. Or more ways to partner with education, resources and programs designed to make green building practical—and sustainable thinking second nature.

INTRODUCING A NEW SITE!

NOW EVERYONE WILL KNOW THAT MY AMAZING POWER TO ATTRACT HOME SHOPPERS HAS REACHED SUPERHUMAN LEVELS!

...HERE'S WHAT TO EXPECT FROM NEWHOMEGUIDE.COM...

- PROVEN, RESULTS-DRIVEN MEDIA PRODUCTS WITH STATE-OF-THE-ART TRACKING TOOLS
- A TRUSTED BRAND RECOGNIZED BY CONSUMERS ACROSS THE NATION
- 33 DOMESTIC MAGAZINES WITH 99,000+ WALK-IN LOCATIONS NATIONWIDE
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BAM!

SINCE 1996, NEW HOME GUIDE'S PRINT BOOK HAS SUCCESSFULLY BEEN HELPING PROSPECTIVE HOME OWNERS FIND NEW HOMES. PAIRED WITH OUR EXCEPTIONAL ONLINE PRODUCTS, WWW.NEWHOMEGUIDE.COM, WWW.AMERICANHOMEGUIDES.COM AND WWW.NEWHOMEDIRECTORY.COM, WHICH HARNESSES POWER OF THE WEB, YOUR ADVERTISING REACH IS EXTENDED SIGNIFICANTLY. THAT MEANS MORE PROSPECTIVE HOME OWNERS SEEING YOUR COMMUNITY INFORMATION BOTH IN PRINT AND ONLINE, AND A HIGHER RETURN ON YOUR ADVERTISING DOLLAR.

EXPERIENCE POWERFUL RESULTS... CONTACT YOUR ACCOUNT EXECUTIVE TODAY FOR MORE EXCITING DETAILS.

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International Builders’ Show®
January 20-23, 2009, Las Vegas

Homes being built today do not take advantage of the technology available today. In fact, most homes are built with technology and design that was available a decade ago. The Professional Builder Show Village 2009 will showcase our abilities today, taking full advantage of all the latest construction techniques, design opportunities and product technology.

We will show IBS show attendees today the technology they will be using for the foreseeable future in these dynamic homes.

See the latest building products installed and in action from these premier sponsors:

- BASF | Insulation
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- CONTECH Bridge Solutions | Bridge Solutions
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- Danze | Faucets and Toilets
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- Honeywell | Insulation
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- Koma Trim Products | Exterior Trim
- Lasco Bathware | Bathtubs
- Latitude | Decking and Railings
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- Masco | Environments For Living Certified Green Home
- Nisus Corp. | Bora-Care with Mold-Care
- Owens Corning | Roof Underlayment, Shingles and HVAC
- Panasonic | Ventilation Fans and TV’s
- Ply Gem | Siding and Windows
- Rinnai | Fireplace and Tankless Water Heater
- Schlage | Door Hardware
- Sony | TV’s & Home Theater System
- Sprint | Communication Provider
- The Dow Building & Construction | Structural Insulated Panels
- Therma-Tru Doors | Exterior Doors
- ThyssenKrupp Access | Elevators
- TimberTech | Decking and Railings
- Wayne Dalton | Garage Door Systems

For more information visit: www.pbshowvillage.com
The Super Sales Rally

Cracking the New Home Sales Code

PRESENTED BY NAHB’S NATIONAL SALES AND MARKETING COUNCIL

MODERATOR
Myers Barnes, MIRM

PRESENTERS
Myers Barnes, MIRM • Tom Richey, MIRM
Beverly Koehn, MIRM • Jeff Shore
Roland Nairnsey, CSP • Michael Lee, MBA, CSP

2009 International Builders’ Show
Wednesday, January 21, 2009 • 9:00 a.m. – 12:30 p.m. • Las Vegas, Nevada
Horsepower For Your Homebuyers

Wells Fargo Home Mortgage, the nation’s leading new construction lender,\(^1\) puts your homebuyers in the driver’s seat when building a new home. With one of the most diverse and extensive product lines in the industry and an experienced Wells Fargo Home Mortgage consultant to guide them, your homebuyers will get the best financing solution to achieve their dream. Plus, we offer long-term rate locks for up to 12 months,\(^2\) so your buyers are protected from interest rate market fluctuation.

Call Stuart Tyrie, Vice President, National Builder Division, at

1-800-343-0160

\(^1\) Based on 2007 yearend MarkeTrac\textsuperscript{\textregistered} data.
\(^2\) A non-refundable closing cost commitment deposit will be required for a lock ranging from 3 months to 12 months on qualified products. An extended lock/commitment fee may be required for a lock ranging from 4 months to 12 months on qualified products. Due to daily pricing variations between products, you are encouraged to work with your Wells Fargo Home Mortgage consultant to ensure that pricing available on the Builder Best lock feature that you choose is the most advantageous price.
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Myers Barnes, MIRM,

is a familiar name in the building community. He has become a leading business authority on new home sales and company growth. As a nationally recognized business insider, he is in touch with the challenges and opportunities confronting companies every day and is able to translate these into a how-this-can-help-you format. His business acumen provides corporate America with a wellspring of knowledge, experience and tried-and-true strategies. Myers Barnes is a proven professional who delivers consultancy excellence, has broad experience and approaches solutions from an integrated perspective.

Myers Barnes Associates, Inc.
P.O. Box 50 • Kitty Hawk, NC 27949
Phone: 252-261-7611 • Fax: 252-261-7615
Email: sellmore@myersbarnes.com • Web site: www.myersbarnes.com

**Ideas are the Currency of the New Millennium**

- Why are you here?
  - Learn and/or acquire information?
- Your purpose is an idea!
  - Bill Gates, “Ideas are the currency of the millennium.”
  - Microsoft started as an idea
  - Dell started as an idea
  - Colonel Saunders sold his idea
  - Mark Burnett, *Survivor* and *The Apprentice*... were ideas
- Ideas are for believers!

---

**Ideas are for Believers**

- Four categories/types of People
  - Perplexed
  - Laughers and Mockers
  - Critics and Skeptics
  - Believers
- Believers say, “Why not?”
- Negative people say, “Why should I?”
The Universal Law

- Choice is what separates a human from an animal
- Cause and Effect (Socrates)
- Sowing and Reaping (Jesus)
- Karma (Eastern metaphysics)
- Physics (Sir Isaac Newton)

Choose Your Attitude

- Attitude; a mental position (not a physical location) regarding a fact, person or thing...what is yours?

Success is an Inside Job

- Expectations are what drive your attitude
- Expectation is the prospect of a good or a bad future
- In business (and life) you do not get what you want — you get what you expect
Summary & Action Plan

The three most important ideas from this presentation:

1. _____________________________________________________________________________________
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Tom Richey, MIRM,

president of Richey Resources, Inc., was recognized as a “Legend of Residential Marketing” in 2006 by NAHB’s Institute of Residential Marketing. Richey specializes in the management and marketing of residential properties for the top builders, developers, and lenders across the U.S., Canada, Mexico, and the United Kingdom. His firm, Condo Doctor, focuses on high rise and resort properties, and his firm, INTERMAR, partners with the largest international resort marketing consortium in Europe. Tom is the 2002 recipient of the Trina Ripley Excellence in Education Award, the coveted Bill Molster award, and has been featured in Money Magazine, Wall Street Journal, and the Los Angeles Times to name a few sources. He is the author of The Essential New Home Sales Manager’s Handbook.

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1616 S. Voss, Suite 820 • Houston, TX 77057
Phone: 713-622-0877
E-mail: tom@richeyresources.com • Web site: www.richeyresources.com

Your Selling Goldmine in 2009!

This year there will be sales fruit on the trees—some of it low, some of it high! Your job is to go and get it. Following are the Ten Commandments for mining the gold that is available to everyone. Will you mine yours?

**Commandment No. 1: This Year You Must Differentiate!**

Resolve now to sell differently, more than you ever have before. Start by knowing your customer and your competition. What do you offer and what can you do to rise above the pack? Embellish your selling skills—particularly financing. Sell with emotion, not just logic. Drive every presentation to a one-of-a-kind.

**Commandment No. 2: Get Out of the Funk and Into the Field!**

If you’re not registering at least 10 new prospects per week, welcome to the world of self prospecting for business. How many outreach programs do you have? ... one ... five ... 10? Here are the Big 5: Real Estate Brokers ... Owners ... Influencers ... Bird dogs (hint IT) ... Tradesmen.
Commandment No. 3: Construct a Sales Business Plan Now!

Write out your six most productive areas of sales sourcing. Require each source to bring you the traffic you need to write your projected number of sales from each source factoring in conversion rates. Example: Corporate promotion—historically you close one of 15 so you need 60 traffic units for four sales.

Commandment No. 4: Use Question-Driven Counseling

Today’s buyer has different mores or folkways; a different demeanor and a different method to arrive at a decision. It is not based on logic; it is formed in emotion! The appropriate use of questions allows you to lead—not push a possible purchaser into a decision. After the fine art of questioning, how good are you at listening?

Commandment No. 5: Customer Involvement with Demonstration Creates Perceived Value

Research tells us that when it comes to making a new home purchasing decision, buyers make that decision on style and design and reinforce it with value-added components. Today, the Super Sales Pro must know how to sell and close with style and design differentiation in the major rooms of the home.
Commandment No. 6: Neutralize the Three Biggest Objections: A) Discounting Competitor, B) Home to Sell, C) No Urgency

Your most powerful tools are the ones that change the focus from a discount off list price to an add-to-value in housing product or lifestyle. For those who can’t or won’t sell their homes, try a business leasing plan. Know how to take your prospects through the litany of the 12 Ls, or “why buy now” urgency scenarios.

Commandment No. 7: Know How to Counsel and Close with Your Financing

Here are the raw fundamentals you need to know:
1. The most viable lending products that fit your home prices and buyers; which lending vehicle is best for your buyer ... FHA, VA, Conventional?
2. How to qualify your buyers or fit them into the right loan.
3. The tax implications of homeownership.

These three areas of knowledge of the new federal financing programs separate the winners from the losers.
Commandment No. 8: Be a Pro at Soft Multiple Closing

Professional closing is alive and well. The top producers know how to sell to the buyer’s agendas and interact with their psyches to the point where ownership transfers from builder to buyer. Sell through it all to arrive at one-of-a-kind or the one right home. Then, multiple close in a soft, soothing way to let the buyer buy, not be sold.

Commandment No. 9: Follow-up or Fall Out

Want to know where the money is? It is in your follow-up discipline and how you work your database. One phone call is worth five emails, cards, or letters, yet phone follow-up is a lost art. Here are the rules:

1. Always have a reason for the call
2. Call the most sold spouse
3. Call with one-of-a-kind information
4. Inject urgency
5. Close for the appointment

Commandment No. 10: Mandate Referral Sales

For some unexplained reason, the low hanging fruit of referral sales goes unpicked. To write the referral sales you are entitled to, become a ‘Master Asker.’ Ask for the referral sale 10 times from the time you write the contract up to one year after move-in. In today’s world of measured, not mass traffic, the referral sale can be the tipping point toward quota breaking sales volumes.

Good luck and have a great year exploring the depths of “Your Selling Goldmine in 2009.”
Summary & Action Plan

The three most important ideas from this presentation:

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Beverly A. Koehn, MIRM, CMP, CSP, GMB, CGA, CAPS, CGB,
is president and owner of Beverly Koehn & Assoc. Inc., a Texas-based consulting and training firm. Her career spans more than 20 years. During this time she has helped hundreds of companies and thousands of individuals improve their sales performance and enhance their customers’ experiences. Beverly is also the author and publisher of Loyalty Is Love: How To Hold Clients Close For Life. Released in May of 2009, this best-selling book shares how through integrity, trust and helping employees continually learn how to keep customers’ hearts engaged, you will ‘show them the love’ that enables their businesses to flourish.

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Selling Starts with Loving

Consistently surprise and delight your customers!

• Every encounter counts
• TouchPoints are your Super Glue
• Be willing to color outside the lines
• Live by the Platinum Rule
• Remember you’ll tire of it before they will

Learn to map your customer’s expectations.

• Get to know them, really know them, before you serve up your offerings
• Listen with your heart, mind, soul, and ears
• Become an avid note taker
• Visually and graphically map it out for them
• Connect what you know and have with what they want and need
• Share the map with the rest of your team
Discover ways to continually keep expectations realistic.

- Alignment on the front end eliminates failure on the back end
- Remember: You simply cannot know too much about them
- Caution: You can’t create it if you simply don’t have it
- Be willing to refer them when the fit simply isn’t there
- Expectation alignment is an all-the-time thing

Win unconditional trust in the sales process.

- Know your stuff, inside and out
- Always, always, always tell the truth
- Become a buyer concierge, not just a sales person
- Deliver before they have to ask
- Remember: Absence does not make the heart grow fonder!

Attend to the six motivators.

- Desire for Gain
- Fear of Loss
- Comfort and Convenience
- Security and Protection
- Pride of Ownership
- Satisfaction of Emotions
And most importantly, have FUN!

Summary & Action Plan

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Addiitional Notes
We congratulate Turner Development Group for their vision in converting an abandoned 1920's waterfront grain elevator into Baltimore’s ultimate condominium address.

**SILO POINT**

We congratulate Turner Development Group for their vision in converting an abandoned 1920's waterfront grain elevator into Baltimore’s ultimate condominium address.

**FINALISTS IN 8 CATEGORIES** including Attached Community of the Year.

See the entries at:

SiloPointLaunch.com

**CONGRATULATIONS**

**DREAM HOME | WELCOME HOME**

Bridgeland offers a greater choice of homes to our buyers. We have 16 models, designed by 14 of the best builders, showcased in one location at our convenient and unique Model Home Park.

David Weekley Homes | David Powers Homes | Highland Homes | Meritage Homes
Hallmark Design Homes | Wilshire Homes | Darling Homes | Perry Homes
Village Builders | Partners in Building | Trendmaker Homes | Tommy Bailey Homes
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GHBA Planned Community of the Year

11,400 acre master-planned community.
14 renowned builders with homes ranging from the $180s to over $1 Million.

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Jeff Shore
is a contemporary expert in the area of new home sales and management. He proudly
admits to being a “home building junkie” and his passion is in bringing out the best in
home building professionals. The former National Sales Director for KBHome, Jeff is a
student of the industry first and a teacher second. His leadership is far from theoretical—in
his 20+ years in the business he has covered everything from front-line sales to division
management to corporate leadership. Moreover he has a track record of sales success in
extremely challenging markets.

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The “X Factor” in Sales

The #1 difference between top performers and the rest of the pack can be summed up in one word:
BOLDNESS!!!! Meek salespeople might make for pleasant conversations but they do not make
sales!

The good news is that BOLDNESS is a skill that can be learned, but we must first overcome a
serious obstacle on our path to success.

The Tendency of “Chasing Easy”

First Step: ____________________________________________________________
Second Step: _________________________________________________________
Third Step: __________________________________________________________

Typical “Chasing Easy” Stories:

• _________________________________________________________________
• _________________________________________________________________
• _________________________________________________________________
• _________________________________________________________________
• _________________________________________________________________
• _________________________________________________________________
• _________________________________________________________________

The “Chasing Easy” Virus

The Remedy: Humble Boldness

Top professionals are those who do things that they find uncomfortable...but they do them anyway! Humble boldness is about doing the bold thing when boldness is in the best interest of the prospect!

A word about “pushiness”...

Boldness in Action

Okay, so you don’t want to “chase easy.” You want to exercise your boldness muscle. Take this quick boldness quiz, and see if it leads you to immediate action items:

- Am I genuinely excited every time a car pulls up, convinced that this is a prospect who is going to purchase today?
- Do I force the prospect to take control of the conversation because I don’t want to appear pushy or intrusive?
- Do I typically share my incentives in the first few minutes of the sales office conversation, since they’re going to ask soon anyway?
- Do I hesitate to obtain a registration card because I believe people just don’t like to fill them out?
- Do I demonstrate my models, or am I making up a story that people don’t want me to do that?
- Do I spend a lot of time looking for “buying signals” before I really get into the closing questions?
- Do I neglect asking for the sale on the first visit, and rationalize that move (chase easy) by convincing myself that people only purchase on visits 5, 6, or 7?
- Do I call back 100% of my traffic, or do I believe that people just don’t want to be called?
- Do I call my backlog every week, or do I think I would be bothering them if I did so?
Summary & Action Plan

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Zillow.com partnered with 14 of the top 20 builders in ’08. Let us help you in ’09

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Roland Nairnsey, CSP,

senior vice president of training and development for Bob Schultz & The New Home Sales Specialists is a highly experienced and successful new home sales professional, trainer, coach and motivator. He has been teaching The Official New Home Sales Development System® nationwide, achieving dramatic and measurable results. Roland, along with Bob Schultz & The New Home Specialists team of facilitators and coaches, conducts more than 400 custom sales and management training seminars and workshops annually to thousands of salespeople, builders, developers, Realtors® and housing manufacturers through in-company programs, live video conferencing, and online training programs. Combining his vast knowledge and the techniques he has learned and perfected, along with his unique style and more than two decades of real world experience, Roland captivates, motivates, and accomplishes transformational results.

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Phone: 561-368-1151
E-mail: roland@NewHomeSpecialist.com • Web site: www.NewHomeSpecialist.com

Close and Sell More

Control the process

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Listen to your customer

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Objections

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Additional Notes

increase your home's value

Therma-Tru’s National Home Valuation Study proves that an enhanced entryway has a positive impact on the perceived value of your home.

The study found that an enhanced entryway can add as much as $24,000 to a home's perceived value.

That’s as much as five times the cost of the entry system and more than 6% of the perceived value.

For more information, visit www.thermatru.com
Michael Soon Lee, MBA, CSP, is a diversity expert and author who has been a real estate professional and broker since 1977. He has written eight books on marketing, selling and providing stellar customer service to multicultural home buyers including *Black Belt Negotiating* and *Cross-Cultural Selling for Dummies*. Michael speaks to home builders and SMCs across the country and is often called as an expert witness in court cases where culture is an issue. His clients include: NAHB, Centex Homes, CTX Mortgage, Pardee Homes, and hundreds of others.

EthnoConnect  
P.O. Box 2488 • Dublin, CA 94568  
Phone: (800) 417-7325  
Email: michael@EthnoConnect.com

---

**Secrets of Selling to Multicultural Home Buyers**

**I. THE MULTICULTURAL OPPORTUNITY**

A. Fastest-Growing Group of Home Buyers  
B. Want to Own Homes More Than Average

---

**II. THE MULTICULTURAL CHALLENGE**

A. Have Less Homeownership Experience  
B. You Can’t Assume They Even Know the Basics  
C. People from Other Cultures Have Different Needs

---

**III. WORKING WITH MULTICULTURAL CUSTOMERS**

A. May Not Want a Salesperson from their Culture
B. Meeting and Greeting
   1. Never assume!
   2. Personal space
   3. Eye Contact

C. Buying Signs
   1. May be what salespeople fear most!

D. Beliefs
   1. Everyone has beliefs
   2. Some beliefs directly impact real estate

IV. CONTRACTS

A. Explain Contracts and the American Legal System
   1. Contracts are not the same in every country
   2. Signing the contract means different things

V. NEGOTIATING WITH DIVERSE CUSTOMERS

A. Why Some Cultures Just Have to Negotiate
B. Affects Every Part of the Company
C. Countering Multicultural Bargaining Tactics
VI. DISCUSSING FINANCING

A. Explain American Lending Practices
B. Asking About The Down Payment Can Endanger Their Lives!

VII. TREAT EVERY CUSTOMER AS AN INDIVIDUAL

A. What’s The Only Way to Know What a Specific Customer Wants?
B. The Global Rule™ Of Multicultural Relations

Summary & Action Plan

The three most important ideas from this presentation:

1. ________________________________________________________________

Action to Take: __________________________________________________

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Real Estate
nytimes.com/realestate

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The Sales Management Summit

Sales is a Game ... Coaches Needed

Co-presented by NAHB’s National Sales and Marketing Council & Business Management and Information Technology Committee

Moderator
Meredith Oliver, MIRM, MCSP

Presenters
Meredith Oliver, MIRM, MCSP • John Palumbo, MIRM
Melinda Brody, MIRM, MCSP • Jeff Kaizer, MIRM, MCSP
Kerry Mulcrone, MIRM, CSP, CMP • Bill Webb, MIRM
Bob Schultz, MIRM, CSP

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Meredith Oliver, MIRM, MCSP, works with home builders who want to WOW. The foremost industry expert in Internet sales and marketing, Meredith is the president and founder of Meredith Communications, a sales seminar and marketing services company based in Orlando, Fla. She is a nine-time speaker at the International Builders’ Show with several appearances in the Super Sales Rally and Sales Management Summit. Her convention seminars are consistently rated by attendees among the most informative and entertaining seminars at the Show.

Meredith Communications, Inc.
10151 University Blvd # 163 • Orlando, FL 32817
Phone: 321-285-1660
Email: Meredith@CreatingWOW.com • Web site: www.CreatingWOW.com

The Wedding of the Century

1. Sales management is dead.

________________________________________________________________________________________________
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2. What is coaching?

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3. Consultant, Trainer or Coach?

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2009 SALES MANAGEMENT SUMMIT
4. Who do we coach?

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5. Coach the gap.

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6. The Marriage of Online & Onsite!

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7. Look for Mr. or Ms. Right.

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8. Plan every detail of the big day.

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9. You should know what I am thinking!

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10. I pronounce you man and wife!

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Summary & Action Plan

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John Palumbo, MIRM,
is an international speaker, author, and sales expert whose programs take individuals and organizations to new dimensions of selling excellence. He is called on by businesses nationwide, from small and family run companies to large scale developers such as Trump Grande International, which are looking for an immediate and lasting surge in sales. With more than three decades of selling experience and over one billion dollars in CLOSED real estate sales, John speaks and writes from the soul of experience. He has written hundreds of articles and is author of Close and Grow Rich and his bestseller, What’s Your Sales DNA?

The Sales DNA Institute
10175 Fortune Parkway, Ste 101 • Jacksonville, FL 32256
Phone: 904-641-2043
Email: PalumboJ@aol.com • Web site: www.MySalesDNA.com

Are You a Coach or a Cheerleader?

1. Fire ....

______________________________________________________________________________

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2. Leading Salesman

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3. Respect

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4. Today’s Salesperson

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5. What REALLY is Our Job?

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6. Also Consider

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7. Hungry

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8. Are Salespeople Made or Born?

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9. Tomorrow’s Motivation

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Summary & Action Plan

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Melinda Brody, MIRM, MCSP,
is president of Melinda Brody and Company, Inc., located in Orlando, Florida. Her firm has evaluated over 10,000 salespeople through her time tested professional mystery shopping service and Melinda TRULY "walks her talk" in the world of sales! The firm now celebrates its 22nd year in the building industry working exclusively with builders to evaluate and motivate their on-site sales team through high energy, REAL world sales seminars and "state of the art" video shopping. Melinda teaches The Challenges of New Homes Management and Certified New Home Sales Professional programs. And as a keynote speaker she has presented to HBAs nationwide as well as the SEBC, PCBC and IBS’s Super Sales Rally. Melinda’s clients include Toll Brothers, DR Horton, Lennar, Maronda, K. Hovnanian and her firm is a six-time MAME award winner for Marketing Excellence. All Melinda ever learned in sales is from her 18-year-old daughter, MASTER CLOSER, Sarah Brody.

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Entrepreneurial Marketing —
Coaching Your Team to Deliver Endless Traffic

An Entrepreneur is....

- ____________________________________________________________________________
- ____________________________________________________________________________
- ____________________________________________________________________________
- ____________________________________________________________________________
- ____________________________________________________________________________

Marketing is ____________________________________________________________

5-5-5-5=________________________contacts

Help your team develop their weekly Marketing Plan.

Market to _________________________________________________________________

Market to _________________________________________________________________

Market to _________________________________________________________________

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Brainstorming Activities to get started.....

1. Divide group into demographics of your communities-1st timer, move-up, active adult, etc. Have them brainstorm where this target lives, works, plays, shops, eats, etc. These are the places to market and/or joint venture special events.

2. Brainstorm with your sales team a three-year “Customer Appreciation Plan” to cultivate referrals. What could you send to your customers to keep you “top of mind?”

3. Brainstorm one outrageous marketing idea-direct mail, email, special event, etc., to drive traffic.

4. Help your sales team develop a compelling “elevator speech” (Who I am, What I do, Why I’m the best at it/Call to action and how we can network together for more business).

5. Help your sales team develop their top 10 REALTOR® list.

Summary & Action Plan

The three most important ideas from this presentation:

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Jeff Kaizer, MIRM, MCSP,
is the vice president of sales and marketing for Engle Homes Central Florida Division. A two-time National Salesperson of the Year – Silver Award winner and two-time MAME Salesperson of the Year through the HBA of Metro Orlando, Jeff believes and understands the importance of sales education and continued professional development. Jeff is an active member of NSMC and currently serves as Trustee. Jeff works with Engle sales teams across the state of Florida and is experiencing incredible results with perfecting the sales process and professional development.

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11315 Corporate Blvd. Suite 250 • Orlando, FL 32817
Phone: 407-281-4480 x210
Email: JKaizer@EngleHomes.com

**Discovery Hero**

- Do you have professional Discovery Heroes on your team?
- It’s time to score their ability to discover
- Discovery happens throughout the sales process
- Anytime you gain new information, discovery is at work

**Strategy #1 – Convert “Tellers” to “Sellers”**

- Why do we see so much “telling?”
- When is telling most prevalent?

**ACTIVITY/COACHING TECHNIQUE**

Play “Question it First”

**Strategy #2 – Stop Role Reversal**

- Why does role reversal happen?
- How can you reverse role reversal?
ACTIVITY/COACHING TECHNIQUE

Play “Question Momentum”
Play “Keep them Talking”

Strategy #3 – Differentiate...Go Deep.

- Are the questions you ask typical?
- Teach unexpected questions
- Uncover the significant emotional event

ACTIVITY/COACHING TECHNIQUE

Role Play Contest

Five Action Items

If you want to get better at selling value, go home and take ACTION!

1. Mystery shop or role-play with your sales professionals to score their discovery skills.
2. Play “Question it First” to create better discovery habits.
3. Recognize those on your team who suffer from role reversal and play “Question Momentum” with them.
4. Perfect the “Keep them Talking” techniques.
5. Teach new “Unexpected Questions” and learn to uncover the prospects “pain.”
Summary & Action Plan

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Kerry Mulcrone, MIRM, CSP, CMP,
is president of Mulcrone and Associates, Inc., a Minneapolis/St. Paul-based company specializing in customized evaluation and instruction for New Home Sales Professionals. A top award-winning salesperson with more than 20 years of “in the trenches” sales, management and teaching experience, Kerry is known for her fresh, enthusiastic yet practical approach. She presents seminars and training to small and large builders, associations and industry-related organizations across the country. An instructor for NAHB and a contributor to many publications, including Sales and Marketing Ideas magazine, she is a proven professional both locally and nationally.

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Phone: 612-817-4089
Email: Kerry@MulcroneandAssoc.com • Web site: www.KerryMulcrone.com

---

**Positioning Yourself for the Home Field Advantage**

**3 Keys to Sales Positioning Success**

Positioning is Defined As:

_______________________________________________________________________________________

_______________________________________________________________________________________

1. **Position Yourself First.**

What percentage of your day is spent reviewing reports_____% ; in a meeting_____%;

on the phone_____%; with your sales team_____%; in the model_____% ?

- How is your time spent?
- Name your most valuable commodity.
- Sales management positioning in model

Be in the position of in-sight, not off-site!

_______________________________________________________________________________________

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---
2. Positioning Key Players

“Coaches have to watch for what they don’t want to see and listen to what they don’t want to hear.”
John Madden, Coach, Oakland Raiders; Broadcast Analyst

- Sales Manager
- New Home Sales Professional
- Model Visitor

Are you in the right position to see, hear, and coach?
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________

3. Make a Positioning Game Plan

Positioning Affects Presentation.

- Break down the various models, room by room.
- Be ready to adapt positioning based on visitor response.
- Tackle and diffuse objections before they are raised (offense is a good defense).
- Position your visitor for the best experience.
- Leading and Tailing is not Positioning.

“When you see John Smith through John Smith’s eyes, John Smith buys.”
— Bob Hafer, MIRM, CSP

Summary & Action Plan

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Bill Webb, MIRM,

is a leading provider of management, marketing and sales improvement systems for home builders, land developers and REALTORS® throughout the United States and Canada. Bill is a past President of the Institute of Residential Marketing and is the author of IRM Course One, *Understanding Housing Markets and Consumers*, and IRM Course Four, *The Challenge of New Homes Sales Management*. Check out Bill’s blockbuster book *Sweet Success in New Home Sales* published by BuilderBooks.com. You’ll be glad you did.

William N. Webb and Company, Inc.
2004 Highland Dr. • Amelia Island, FL 32034
Phone: 800-521-3529
Email: WNWebb@aol.com • www.WebbOnline.com

---

It’s ALL about ATTITUDE

In challenging markets, it is more important than ever for salespeople to maintain a positive attitude and for sales managers to coach positivism constantly.

A relentlessly positive attitude in your sales staff will be the single biggest determinant of your new home sales success.

Here’s a little demonstration of the importance of ATTITUDE that is simply startling.

Think about the letters of the word ATTITUDE one by one and determine each letter’s numerical position in the alphabet. In the list below, write the number of each letter in the space provided. Here are some clues. “A” is number 1. “T” is number 20.

<table>
<thead>
<tr>
<th>A</th>
<th>T</th>
<th>T</th>
<th>I</th>
<th>T</th>
<th>U</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
</table>

Now, total them up.
What did you get? Do you need any more proof that Attitude is everything? Isn’t this great? Why do you suppose it turns out this way?

This wonderful demonstration came to me from ___________________________ ___________________________
a remarkable gentleman and educator, who is notable among other reasons for being Meredith Oliver’s father.

Did you realize this was a test?

Some of you rose to the little challenge presented here and counted out the numbers and wrote them in the spaces provided.

Others of you looked ahead to this part of the handout hoping the answer would be given to you so you could avoid doing the work.

Still others of you decided this whole line of thought was a waste of your time and talent and you decided to blow it off.

Do you see three different attitudes about attitude here?

Cynicism is a killer

Been there. Done that. Got the T-shirt.

No fun. No joy. No growth. No fulfillment.

Defeatism is a murderer

My market sucks. My product sucks. My lender has disappeared.

No one will buy, so why should I try?

What to do to defeat defeatism

1. __________________________________________________________________________
2. __________________________________________________________________________
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7. __________________________________________________________________________
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Summary & Action Plan

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thriving SMC

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Bob Schultz, FELLOW, MIRM, CSP,
is the industry’s preeminent sales and management specialist. He was recently named by Builder magazine to its Power 50 list as one of the 50 most influential people in home building. Bob is the author of The Official Handbook for New Home Salespeople and Smart Selling Techniques, and is a recipient of the IRM’s Trina Ripley Excellence in Education award. Bob and his select team present over 350 custom sales training programs and strategic management seminars annually throughout the world through on-site interactive experiences, live video conference programs and online learning systems.

Bob Schultz & The New Home Sales Specialists
2300 Glades Road, Suite 400W • Boca Raton, FL 33434
Phone: 561-368-1151
Email: Bob@NewHomeSpecialist.com • Web site: www.NewHomeSpecialist.com

Sales is a Game...

1. And the game is like tennis

2. What you do off the court dramatically affects how well prepared your salespeople are when in your sales arena
3. “Conscious Competence” is the first objective

4. When placed in command, take charge

5. “Unconscious Competence” is the ultimate objective
Summary & Action Plan

The three most important ideas from this presentation:

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The National Sales and Marketing Council (NSMC) connects people and builds careers through information, education, networking and recognition. The council’s training, awards and recognition programs, and education from the Institute of Residential Marketing (IRM) give top new home sales and marketing pros the tools to make them even better!

Join the best in the industry and you’ll get:

- The award-winning Sales + Marketing Ideas magazine .... You’ve already seen a snapshot of the kind of content that can benefit your career in this special preview edition. Get a full-length copy in your mailbox! **A subscription to this bi-monthly magazine is included** with your dues as a benefit of membership.
- Exclusive access to the Sales + Marketing Channel … this premium online content is a members-only resource to constantly updated content about the very latest in new home sales and marketing. Stay current and on top of your game!
- Substantial discounts on Million Dollar Circle Awards and entries into The Nationals … reward your sales team and recognize your achievements!
- Networking opportunities with industry experts and job matches through ProNet Jobs … the best resource for matching new home sales and marketing pros and careers.
- Professional credibility when you earn a sales and marketing designation through the IRM … learn more and earn more!

All these benefits, a subscription to the monthly NSMC eNews, access to expert advice through the Sales + Marketing Hotline, and much more!

Invest in your career: complete the form above, fax it to 202-266-8195 and join NSMC!

To join NSMC, you must be a member of NAHB. Members join NSMC through local Sales and Marketing Councils. If your Home Builders Association does not charter a Sales and Marketing Council, you are eligible to join as an at-large member for an annual investment of $50.

**YES!** I am a member of NAHB and I would like to join the National Sales and Marketing Council for an annual investment of $50!*

**Member Information**

Name:

Title:

Company:

Street Address:

City: State: Zip:

Email:

Telephone:

Fax:

NAHB membership number:

HBA name:

**Payment Information:**

Please charge $50 to my

( ) Visa

( ) MasterCard

( ) American Express

Card number:

Code:

Exp. Date:

Signature:

Today’s Date:

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