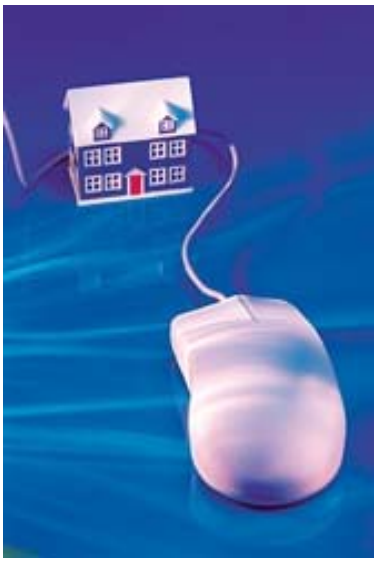
From Mouse to House—

Reinvent Your Sales Process



International Builders Show
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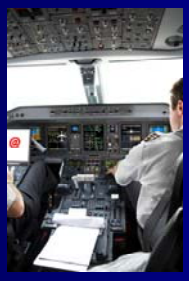
Meredith Oliver MIRM, MCSP

Meredith and her team of experts work with homebuilders 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, FL. She is an eight time speaker at the International Builders Show with several appearances in the Super Sales Rally and Sales Management Summit. **For a copy of this presentation**, free articles, eNewsletters, and additional resources visit www.creatingwow.com/mouse08 or you can reach me at (321) 285-1660 - 10151 University Blvd. #163, Orlando, FL 32817.

Angie Colston MIRM

Angie is a seasoned sales and marketing professional with over 20 years of experience in the home building industry. Climbing the management ladder from salesperson to sales manager, marketing director, vice president of sales and regional vice president of sales and marketing for some of the top builders in the United States, Angie has dedicated her career to leading sales teams to success. Angie is currently the Director of Sales & Marketing for Banyan Homes in Central Florida. Her zeal for sales training and love of sales professionals has made her a favorite for coaching, motivation and mentoring sales and management teams across the country.

Why do we need a sales process?



Do you want to fly with the pilot who doesn't follow the pre-flight process?

Why do we need a sales process?

Ready to go under the knife with the surgeon who doesn't follow the surgery process?

Why do we need a sales process?

- A good sales process is as smooth as a ride at Disney World

Why do we need a sales process?

- Organized
- Focused
- Consistent
- Detailed
- Prepared
- Accurate
- FOCUSED ON CLOSING

Why do we need a sales process?

- Many sales processes to choose from
  - Pick one
  - Stick to it
  - Practice
  - Memorize
  - Rely on it

Reinvent Your Sales Process

- Critical Sales Path is the "standard"
  - Welcome
  - Qualify
  - Demonstrate
  - Handle Objections
  - Close

ON-SITE

The New Process: 3D Selling

- Discovery
- Demonstration
- Decision

ONLINE

- Discovery
- Demonstration
- Decision

ON-SITE

3D Selling in 3 Dimensions

- **D**iscovery ➢ *Home*
- **D**emonstration ➢ *Site*
- **D**ecision ➢ *Financing*

3 Dimensional Selling

- Most sales people sell in 1 dimension
  - Home
- Better ones sell in 2
  - Home
  - Community
- The 3rd dimension (financing) is rarely mentioned...

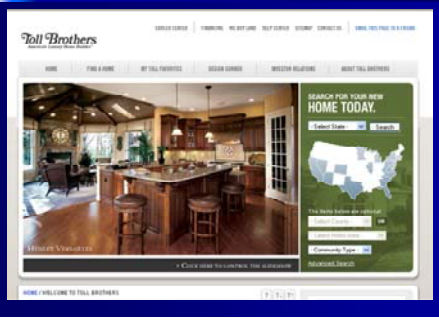
3 Dimensional Selling

- All 3 of these dimensions must be addressed before a sale can be made
  - Home
  - Site
  - Financing

3D Online: Your Website

- How well does your website engage visitors in the 3D process?
  - **Discover** what you build, where you build it and how much it costs?
  - **Demonstrate** your homes with fantastic photography, flash slide shows and full color renderings?
  - **Decision** time – does the site compel visitors to call, click or come-by the model home?

Example of Discover & Demonstrate



Example of Decision

3D Selling: Your Website

- Sell all three dimensions
- **Homes**
  - Photography
  - Color renderings
  - Slideshows
  - Virtual tours

3D Selling: Your Website

- Sell all three dimensions
- **Sites**
  - Detailed community profile pages
  - Interactive site plans
  - Photography
  - Description of views
  - *Invitation to visit*

3D Selling: Your Website

- Sell all three dimensions
- **Financing**
  - Mortgage calculators
  - Preferred lender information

3D Selling Onsite

- Discovery
- Demonstration
- Decision

3D Discovery

80% of the sales process is **DISCOVERY**

Selling isn't in the telling...
It's in the asking.

3D Discovery

- Unearth your prospect's needs with 3-dimensional questions
  - Home
  - Site
  - Financing

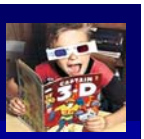
3D Selling

- Discovery
- Demonstration
- Decision

3D Demonstration

- Show your customers you have what they want
- Avoid customer frustration!

3D Demonstration



- Demonstrate
  - HOME: Touch, feel, use, live in the home
  - SITE: Drive the community and walk the homesite
  - FINANCING: Show on paper how easy it is to own the home!

3D Selling

- Discovery
- Demonstration
- Decision

3D Decision

- Closing tends to be the most stressful part of the sales process
  - For salespeople
  - For prospects

What is CLOSING?

- What closing is NOT
- Definition of CLOSING:
  Helping your customers make an informed decision

Homebuyers are Confused…

The salesperson who eliminates the confusion is the one who will make the sale

3D Decision

- Decision
  - –Home
  - –Site
  - –Financing