2007 International Builders’ Show

Secrets of Closing the Sale

Moderator: Myers Barnes, MIRM

Presenters: Roland Nairnsey, CSP
Jim Suth
Myers Barnes: The building community is familiar with the name Myers Barnes. 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 it 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
Post Office Box 50, Kitty Hawk, NC 27949
Phone: 252-261-7611
E-mail: sellmore@myersbarnes.com
Website: www.myersbarnes.com

Controlling (Closing) Fears

■ Closing is the natural end to a great presentation

■ When the prospect experiences tension and negative emotions at the moment of closing, this is known as “buyer’s remorse in advance.”

■ If you, as a salesperson, fear the word no, you have placed yourself in a profession where rejection is imminent.

■ Expect rejection

■ Confront your fears
I’m this close…

Close
Close
Close

Same word, two meanings

Closer
Čloser

Sell by Objective

1. Make a sale today (first visit)
2. Sell the contingency or hold
3. Sell the appointment
4. Sell the reason for follow-up
Roland Nairnsey, CSP: Vice President of Training and Development for Bob Schultz & The New Home Specialists. Roland’s passion for transformation and use of The Official New Home Sales Development System® has helped him train salespeople across the world to achieve extraordinary levels of success. During his career in new home sales, Roland sold more than $200 million in homes, and was Palm Beach County Salesperson of the Year. Roland is an Editorial Advisor and frequent contributor to SMI magazine. Through classroom teaching, on-site coaching and videoconference training, Roland coaches sales teams with more than $15 billion in sales annually.

Bob Schultz & The New Home Specialists
2300 Glades Road, Suite 400W • Boca Raton, Florida 33431
Phone: 561-368-1151
E-mail: info@newhomespecialist.com
Website: www.newhomespecialist.com

ROLAND’S GREAT ORDER OF THINGS

1) “Written Agreement.”

Two benefits of asking for the sale:
   a) _____________________________
   b) _____________________________

Ask at least _____ times.

Mini closes lead to big sales: ___________________________________________________
___________________________________________________________

How:

In the model, ask: “Is this the _______ of _________ you’d like to own?”

On the homesite or available home, ask:

“How: “Do you have any questions before we go back and _____________?
   ____________________________?”

2) “Contingent Agreement”

   a) _____________________________
   b) _____________________________
c) ________________________________

“Since you’re here__________________________
__________________________
__________________________”

3) “Reservation Agreement.” (If your company accepts them.)

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

4) “Appointment”

Rules:
 a) __________
 b) __________
 c) __________
 d) __________
 e) __________

5) “Telephone Appointment”

Unless buyers are out of state, the purpose of the phone in new home sales is
__________________________.

No enabling:

“I would love to give you that info, but it’s a little too complicated, In order to prevent any
misunderstanding we need to meet in person, would tomorrow afternoon at 4:15 be better or
the following morning at 10:30 be better?”
Jim Suth: Executive Vice President, The Ryness Company. Jim is a nationally recognized speaker having trained thousands of new home sales representatives across the company. That expertise has crossed industry lines into solid selling skills for all marketing disciplines. His singular style, spontaneity, and sense of humor are key ingredients of his memorable training sessions. Jim brings with him a wealth of sales knowledge and a great talent for keeping your attention while delivering excellent bottom-line advice. He leaves each group with a motivated desire to succeed at everything in life. Jim lives in Northern California, with his wife Lisa and two daughters.

The Ryness Company
801 San Ramon Valley Blvd
Danville, CA 94526
Phone: 925-820-3432
E-mail: j.suth@ryness.com
Website: www.ryness.com

Jim’s Secrets for Closing the Sale

They expect it

__________________________________________________

__________________________________________________

It’s how we talk

__________________________________________________

__________________________________________________

Finish the job

__________________________________________________

__________________________________________________

__________________________________________________
There is no earning the right way

There is no best way

It’s the only thing that pays you