



Happy Halloween

I promise this article will be all treats and no tricks!

Remember when we were kids and deciding who we wanted to be for Halloween? It was as much fun as the actual sidewalk running and door bell ringing!

What I want to ask everyone is... are you treating your customers in a fashion that keeps them ringing your door bell again? Isn't that what kids do on Halloween, they ring, say Trick or Treat and we fill their bag with all sorts of goodies!

When your customers come calling are you filling their bags with all sorts of treats or are there some tricks involved? A treat would be considered excellent customer service, awesome follow-up, and the knowledge they deserve when working with you! On the other hand a trick may be seen as a bad experience, inattentiveness, or empty promises!

With one of the biggest kids Holiday's around the corner, let's dedicate ourselves and our business practices to removing the Boos and Haunting experiences and delivering what will be remembered as all TREATS and no TRICKS!

[Click here to read more and learn great Tips and Techniques](#)



From the Desk of Ella Kate:

Yippee, Halloween my favorite Holiday! I get to dress up which is one of my most favorite things to do... and I get candy from all the neighbors! Best of all, I get to eat some of it before bed!

This month for my part of the newsletter I am going to give you a couple of my secrets on how I get treats... (for all of you, treats would be getting people to buy your stuff!) I think Nana would call these tips and techniques, I just call them "Ella at her FINEST"



1) Before you start asking for something, make sure you really want it, because sometimes you don't get a whole bunch of chances! Be smart and ask nicely with a big smile! (less is more here)

2) Stay calm and collected. When I get really excited and go too fast Mommy just doesn't pay attention to me!

3) Plan and prepare WHEN to ask, HOW to ask, and WHO to ask! Sometimes it isn't always a good time, so I have learned to save my moment! Sometimes it isn't Mommy or Daddy... so I go to Nana and Papa!

You see it really is a system that kids have about getting what they want! You guys could all gain from watching a 3 year old, like me go into action and sweet talk you into all the treats we want!!

If I show up at your door this Halloween saying "Trick or Treat" you can be sure it is a planned encounter and I will thank you and appreciate your business!

Hugs,
Ella Kate

Halloween Contest

I am open for suggestions of who I should be this Halloween!



The FIRST response will receive a **FREE** copy of my Workbook...

EVERYDAY BUILDING
BLOCKS
FOR
NEW HOME
SALES MANAGERS
**Tools, Tips
& Take-aways**
EVERYTHING YOU NEED
TO MAKE YOUR JOB EASIER
AND YOUR SALES TEAM
SUCCESSFUL

Kerry Mulcrone; MIRM, CSP, CMP

Sure to help you in delivering...
All Treats and No Tricks!

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Kerry's Happenings

INCREASE YOUR KNOWLEDGE
ACHIEVE MORE SKILLS

Advance your career with college level instruction and earn continuing education credits with this NAHB Designation Course!

Essential Closing Strategies
Thursday November 19
8:00 am- 4:30 pm

- States reasons why many salespeople never become master closers
- Identify reasons why customers raise objections
- Describe the six steps to minimizing objections
- Create believable and understandable answers to six common objections
- Use “personalized” SmartSelling™ techniques in simulated closing situations

This course is **APPROVED** for 7 MN Real Estate continuing education credits

Speaker: Kerry Mulcrone; MIRM, CSP, CMP

**Course Location: 2960 Centre Pointe Drive
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\$175- BATC/NAHB Other Local Member
\$225- Non-member

This course is required to earn your Master CSP and provides designation credits for CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM

Register online at: www.batc.org

Questions: Contact Kimberly at 651.697.7571 or kimberly@batc.org

What People Say...

“Kerry is a wonderful person with a contagious "Can Do" attitude. She knows her business and does it VERY well. We are always honored to have Kerry work with us at the association!”

Joshua Fowler , Exec. VP , Builders Association of the Twin Cities

Year End “2 for 1” Special

- Are your Sales Teams on Goal for the end of the year?
- Does your Sales Team have a written 4th Quarter Plan?
- Are you closing out 2009, with a Roll Out into 2010?
- Do your Sales Meetings have Sizzle and Snap?

"2 for 1" SPECIAL PRICING:

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AND

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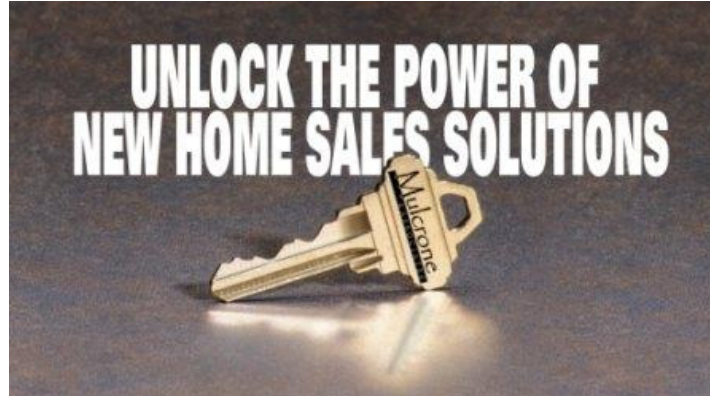
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