

## Communication Card or Registration Card... You Make the Difference!

By Kerry Mulcrone

New Home Sales Professionals ponder this; someone has just come up your sidewalk and they are entering your Model Sales Center. Do they need to *register* to view your home? Are they *registering* to win something? Will you escort them out if they don't *register*?

These very questions make me wonder; why do we call it a "Registration Card"? Yes, we will be *registering* them into our data base, but "WIIFT"...What's in it for them? What are they registering for? Will they receive something in return for sharing their information with us? I believe they do not need a "ticket" to get into the movie; we are delighted and excited they have visited. What would we do without them?

We welcome and need the visitors to enter our Models. They are the reason we open our doors day after day. We also understand that each person who enters our Model has a unique situation, need and personality. In order to move forward in the sales process, we must learn their situation, understand their needs and develop a relationship of trust and respect.

What do we call and use to convey and communicate information to people in the future? Stay in touch with them, if you will; keep them in mind, keep them informed, and keep them close to our hearts.

For a minute let's look at these very valuable cards, as "**Communication Cards**" instead of Registration Cards and see if we can go about getting them differently, maybe even ask for them differently or better yet, ask for better information on them?

Let's apply the **Who, What, When, Where, Why and How** to these hugely important pieces of communication, these so-called Registration Cards, and I believe you will see them in a different light. You will capture more of them, and you will receive much better information for your follow-up with your Model visitors. Keep these questions in mind when you are talking to your visitors:

### **WHO...**

are they?  
do they know that you may know?  
if anyone, referred them?  
should you get a card from? (Everyone!)

### **WHAT...**

brought them out today?  
are they looking to be helped with?

is happening in their life? (their story)  
is their price range?

**WHEN...**

would they like to be enjoying a new home?  
is a good time to call them?  
would they be able to come back? (respecting time frames)

**WHERE...**

would they like to live?  
do they work, and currently live? (information that helps you help them)

**WHY...**

are you getting the card?  
do they want/need to make a move?  
should they fill out the card and work with you? (because you are knowledgeable and care)

**HOW...**

did they hear about and find you? (What does your website look like?)  
would they like to be communicated with? (Email/phone, etc)

This is some information you want to know. How much of it should you ask them to fill out on a Communication Card, and how much of it should you gather from them while spending time with them during their visit? Our job, through great conversations, is to get the information that fills in the blanks, allowing us to best help them both immediately and in the future. Their job is not to fill out a resume of information that we did not find out about them!

Is there a time during their visit that is the “best” to ask them to fill out the Communication Card? Is there a certain way to ask? The answer to both of these questions is “It varies”. The best time and the best way is different for every visit and visitor. It is about personal “timing”. For example; you have nearly completed your tour and your visitor has a particular question that you may or may not know the answer to. This is a perfect time to jot the question down on the Communication Card, and let them know you will find the answer and get back to them right way. You then say, “What is the best way to reach you, do you prefer I call you or send you an email, so that I can get you the answer to your question?” Then hand them the card and ask them to write down that important contact information. Hint: If you do not want to carry the card with you, have a supply of them conveniently placed around the Model (a drawer here, a bookcase there) so one is always accessible for that perfect moment. Make sure you keep them in all the Inventory models that you will show to this visitor.

Also have a supply of your Model Sales Collateral and your business card readily available. When they have given you the communication card, give them your business card and any pertinent literature. Try this: have a plat map available and circle the

property they are currently visiting, and then write down any information that may help them remember the location, the visit and you. Write down your contact information (even though it is on your business card) and sign your name on the map, and tell them you are including this information in case they have any questions and want to contact you. They will be less likely to “toss” the literature/map you give them if you have written on it and “autographed” it. You are now giving them something in return for the information on the Communication Card they are giving you. You have to “Give” to “Get”!

There will always be the reluctant “just looking” person who does not want to fill out a card. Let them know that “just looking is just fine”, but they may miss out on some valuable information about new offerings from the builder, maybe a lender promotion coming up, or even a future offer to help stage the home they are currently trying to sell (any new idea is a good idea). Make sure they understand that putting down some information on a Communication Card does not mean they are buying a home. Tell them they could receive an E-newsletter from you, keeping them up to date on any news that might be of value to them or perhaps you might think about something later on that would be of interest to them. If they do choose to fill out the Card, make sure you keep any future communications to them pertinent to their interests. If they still do not want to share their information, offer them your Model Sales literature and your business card anyway (you never know who they will pass it onto?!?!).

Keep your Communication Cards simple, straight forward and easy to fill out. Ask only for the things you and your company need to know, not all the things that you should be finding out from great conversational questioning. (Fill in any details you might have gathered from them during your visit immediately after they leave your Model.) You now will make the difference in the quantity and quality of information you will gather. Then, I believe is when you will have success at registering them in your data base, not having them just *register* as a Model visitor.

**Think Communication, Not Registration!**