

## DO YOU NEED A WAKE-UP CALL TODAY?

By Kerry Mulcrone

I recently had a chance meeting with an acquaintance from days gone by. During a brief catch-up exchange, she learned I work in the new home sales industry, and I learned she and her family are currently in the process of searching for a new home. She went on to share a frustrating experience that I will relay to you here in the form of a “Dear Abby” letter.

Dear New Home Sales Consultant;

I would like to address you by your name, but you did not introduce yourself to me the day I stopped in your model. My name does not matter either, as I learned that I can enter and exit your model without being asked who I am...

Still, I hope you can help me understand. We are going to be purchasing a new home very soon. This is a new experience for me; I feel excited but anxious over such a large decision and purchase to be made. When I entered your model I was hoping to find someone who is knowledgeable about the community, the neighborhood, and the schools. I wanted to be assured we would find the house with the features that will compliment our family’s lifestyle. I wanted to know that the builder has a reputation for quality homes and service, and that you will view us as a unique family in search of just the right home, not as part of a monthly sales quota.

When I walked into your model recently, I was not greeted at the door, so I went in search of someone who might welcome me and be interested in my story. I am a serious buyer, but even if I was “just looking”, wouldn’t a simple greeting make us both more comfortable? Your room-to-room tour of the model did allow me to see the floor plan, but because you didn’t ask questions to find out any of our family’s needs and wants, I am afraid I may have missed some of the unique features of this house that would have allowed us to see it is the perfect fit for my family. Is there some way you can assist us to come to the right decision?

Please sign me,

Frustrated, Confused, but Still a Buyer.

After reading the above letter, what is the best response to this frustrated buyer, and have we maybe all been that “uninvolved” sales agent at some time, for some reason?

Dear Frustrated, Confused, but Still a Buyer;

I am glad you are still a buyer and you let me know how you feel. Can we consider this a journey together and start at the beginning of the road again? May I have a clean slate from your previous frustrations? You are the wake-up call I needed.

Each day I open my model, and I am here to help. I am a professional and I will champion your efforts to help you find the best home for you and your family. Can we start with a few questions that will help both of us understand what I can offer you and what you can expect from me? Then we will be on our way to building a relationship that will last as long as the memories you will create in your new home.

Please sign me,  
Hopefully, *Your* New Home Sales Professional

Guys, we *are* good and we *can* help people like this. We need to get back to learning about them, understanding them, and finding out what is most important to them. This most important thing may not be PRICE, but rather any combination of other factors that we can only know when we learn about our customers and work through a process.

Yes, I am talking about the Sales Process, but more importantly, today's times are calling for a *very personal* Sales Process, one that does not miss any steps but has our visitors' "stories" at the root of everything. Each person has something different to bring to the table today. Our job, "if we choose to accept it", is to uncover the message they are hesitant to deliver, either because it is unclear to them, or they are too confused and frustrated, as our letter writer stated above.

What has happened, is happening or will happen soon that has brought them in to your model today? Learn their happenings. When you uncover these happenings and apply a *process* to help them, (and don't miss any steps!), you will have made a customer for life, because you have become a Professional.

By learning and understanding this customer's story and following the sales process, your next letter from this buyer will be a thank you note, and after that, a referral!