

Kerry is one of those people that has an impact on your outlook after only minutes of talking with her. After the interview with Kerry, I hung up the phone and felt like running a marathon! She has a lot to offer and I found myself getting caught up in what I was personally learning from her rather than just performing an interview. So let's get started!
Kerry, how did you get started in this industry?

It's not as much about how I got started as but how I ended up becoming a New Home Sales Trainer/Educator. I began my professional career with a Masters in Education teaching both elementary and high school students. Ten years into my teaching career, I contracted with a new home builder and began the process of building a home. While my home was under construction and during the excitement of the process I was telling people as they drove through the neighborhood what a great experience this was. My conversations were such a great testimony for the builder that people then visited the model Sales Center with a second party testimonial in hand. The builder approached me one day and asked if I wanted to sell homes for him, he would pay for my real estate license and off I went into the field of New Homes Sales. In that first new home sales position I sold and then grew into sales management. In the management position I managed over 45 sales people in three states. After eighteen years I ventured into the position of Vice President of Sales and Marketing for another builder. With the market change we mutually came to the decision that this position was no longer needed in his company. In a one year transition period, I finished my MIRM designation. I began to be recognized as a sales trainer by sheer determination. I attended many NAHB Board Meetings and began to teach classes under the guidance of my MIRM mentors. My real "break" came in 2008 when Meredith Oliver having just had a baby, asked me to stand in for her at the International Builders Show in Orlando. Without name recognition this was a great resource to become known and surround myself with all the available resources in the industry.

My current business is Mulcrone and Associates. We're a New Home Sales Training and Builder Consulting company. I try to help builders with their techniques and strategies. Built around the philosophy that the sales team is the front line and can always make them more money when they are more equipped. Education and Motivation are a huge part of my training philosophy. I train them on everything from charisma and energy to information and education. I custom design my Training Seminars based on the needs of the audience I am working with. On-site Model Home training, one on one with sales people in their own environment is an area of expertise of mine. Training from a board room does not always carry over into superior model home presentations. It's the difference between going to the gym alone and having a personal trainer; I become their accountability partner. When I leave, I want them to be more confident than ever.

I try to always have my finger on the pulse of the market by frequently visiting model homes throughout the country. I love to be the mystery shopper of what goes on in Model Homes; I watch for and learn the patterns of both sales professionals and buyers which keep me on the "cutting edge" of what is happening in the field. Recently I observed this situation in a model home setting from a sales professional currently in training with me: -a woman walked into a model and through some excellent conversational questioning (a specific training technique of mine) by the Sales Professional the buyer responded "I've walked through 10 models today and haven't divulged a thing to anyone until you because you showed genuine interest." That buyer was visiting that particular model while her home was having a second showing selecting and/or eliminating builders through sales professionals' presentations. This is what I teach!! *I believe there is a difference between "buyers" and "purchasers". Everyone that visits a model should be labeled as a buyer. Every visitor should get the full Disney ride when at a model home - whether they buy or not they will spread the word and have the ability to sell for you and your company. Something is "HAPPENING" every time someone walks into a model home. It either "is" happening, "did" happen, or "will" happen in the future. There is always a story to be learned; in that story is the discovery towards the purchase. That is what turns a "buyer" into a "purchaser"!* Sometimes, you can help people right in the model home setting discover their own "happening" or story. Teaching sales professionals to do that is what makes Mulcrone and Associates different!

I bring to builders and sales teams the information and education that they don't either have the time or budget to learn. In today's economy too many are getting caught up in their office work i.e. forecasting, crunching numbers and so on. So many builders have had to let their marketing department go financially so that burden rests on the sales team. In the absence of an MD you are not afforded the luxury of being absent of marketing. *Too often the sentiment is "sell something and I'll have the money to market" The truth is "market something and you will sell it".* So I try to fill that gap with what I train people on; basically grass roots, hands on, and in the field marketing.

When I think of my expertise, I see myself as a coach and mentor. Through my years of selling and managing I acquired enough tips, techniques, and strategies to help others avoid the roadblocks sure to present themselves that I decided to write them down. These very thoughts became the workbook; "Building Blocks for New Home Sales Managers". By Sales "Manager" I mean anyone who manages a sale (Builder/Owner, Sales Manager, Sales Professional, and Marketing Director). So many people today are wearing a "sales hat" that they never knew they would be wearing; thus leaving them feeling unequipped. The book spearheads how you need to think and where you need to go as a Sales Manager and Sales Team. Its fundamental approach includes tips, strategies and techniques in workbook form which act as a guideline and building block for sales success. This workbook is not meant to stay on the shelf, but in your briefcase with room for your own personal additions!

In times like these people are afforded the luxury to look at themselves and their businesses and reevaluate their best practices. I've grown so much myself in the last two years while the industry is changing and it has brought about many great things. You name it, it is happening and we need to grow and change with it! The evolution of home needs will always continue. There will always be first time buyers, move up buyers, and empty nesters; it's the building industries challenge to support these needs. We need to evolve through a strong belief system. Builders need to believe that things that have a cost also have a reward. Like the old adage: "you need to spend money to make money"! I try to help builders see that the extra \$100.00 they can't spend may better serve them being spent in the long run. Consider the trick we did as children by putting baseball cards with clothes pins on the spokes of our bicycle wheels. When all the cards were working the flapping noise sounded awesome... take a card out and you lost the noise and effect. This analogy holds true in the building industry; we need all of our cards attached and working to make the noise. When we believe we can't afford to spend the marketing dollars that may very well be making us silent. The noise from our cards in unison offers us the ability to capture our market share. We are all sharing pieces of the same pie today, how many pieces we get is our market share which comes from how many people hear our noise.

I asked Kerry what she has had to personally overcome to adapt to the changing economy and market.

The ever too common notion that I like you, you're perfect, but I can't afford you and the mentality that a Sales Trainer is a cost rather than a necessity is my greatest challenge. The truth is; the cost of hiring me or any effective marketing venue is what will actually make you money. How can we expect better and greater results when all we are doing is hoping and wishing for a sale, rather than equipping our front line by re-energizing and re-fueling them? I am working in the "give to get" world. I work hard to give Builders every opportunity to include me at a reasonable cost today so I am in their plans for tomorrow.

This Interview was a favorite of mine. I really believe that Kerry would bring real value to any marketing strategy.
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