

## Put the Ooooh and Ahhhh in Your Sales!



Happy July! Here's to Independence and all the great things that go with it. It's the national holiday when we celebrate our freedoms, strengths and choices. We gather together for picnics, fireworks and the remembrances of what makes this day great in our country's history. For those of us New Home Sales Professionals, consider it as also a time to celebrate our past successes and future opportunities. If you think about it, the Independence holiday does have a common thread with us, and that common thread is "choices". Every day we have a "*choice*" about what kind of a day it is to be. We can choose to make the day spectacular, worthy of an awesome fireworks display! We can, "independently", make a difference in our customers' lives. We have the choice and ability to ignite an excitement in them so they feel as if they have just witnessed an extravaganza of sparklers and fireworks right in front of their eyes, or, here it comes...we could fire a *DUD*, and the excitement will just fizzle away.

What better world to work in than one which allows us the ability to be financially rewarded in direct proportion to how hard we work. There is nothing like the excitement and awe that the evening display up in the sky on the 4<sup>th</sup> of July brings!

Let's look at how we can capture that same feeling of amazement and pass it on in our sales presentations and deliveries by exciting and delighting our customers, as if they have just seen and heard the greatest show on earth. I call that real Independence, the ability to make more by helping more, and creating more "fireworks" and excitement for everyone.



How is your "*ility*" world working? Is your Sales-*ability* considered on par with a 4<sup>th</sup> of July, "Sales Spectacular performance?" Do your customers understand and count on you for your *credibility*? Are you sure your *availability* is what it should be to help them? Most importantly, are you offering everyone in these times what appears to have the most *sensibility* for them? If not...easily resolved, Light up their Sky with a show they are sure to remember by simply becoming memorable in every way possible.

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## Tips for Spectacular Model Visits & Follow-Up:

- 1) Make a great 1<sup>st</sup> impression; it may just last a lifetime. Be expecting them, be ready for them, make sure they know they are welcome.
- 2) Learn something new each and every time you talk with them. This enables you many more ways to personally follow up with them, and for a longer timeframe!
- 3) Say what you mean, and mean what you say, and then DO IT! Give them an Oooh and Aaah, experience... we all know it is about the experience.
- 4) No more “need-ing and should-ing” all of the time! If it needs to be done “get 'er done”, if it should have happened, make it happen!
- 5) Play for results. The excitement and commitment in a business relationship is in the results we help them achieve!

Remember to make the choice to light up your own sky...and the skies of those around you, and you are sure to inspire and generate excitement needed to create the best sales and sales relationships you have ever encountered.

Happy Selling!  
Kerry



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## What People Say...

OUTSTANDING job this morning! After you left, I told Ron that your fee was some of the best money we have spent this year. You were energetic, engaging and after a very short time, I did see the sales team nodding their heads. A great sign that they were enjoying the presentation and could relate to what you had to say.

We are looking forward to your sales training and a great summer selling season.

Thank you Kerry.

Cindy Volkart

*Ron Clark Construction & Design*



## From the Desk of Ella Kate:

Fireworks....thanks Nana for making that the theme this month! Do you all want to know why? I was born on the 4<sup>th</sup> of July and will be 3 years old this year, how cool is that?!?!?! You could say I am a “Little Firework”

Speaking of Independence... I can be as independent as any little girl out there and it can get me in trouble, but I like the good things that happen when I am being independent! I learn lots of new stuff on my own; I figure things out by myself, and that is what makes us little kids so fun to watch!

I think I am going to keep the excitement, and the Oooh and Ahhh feeling of the 4<sup>th</sup> of July all the time. Those Firework Displays are what bring us all together once a year, looking up in the sky for bigger, brighter, and more awesome things to happen with each new light and sound that goes off...

Happy 4<sup>th</sup> of July! Be thinking of me and cupcakes they are what I always ask for on my Birthday... and the fireworks Papa says he buys for me!!!!

Love,  
Ella



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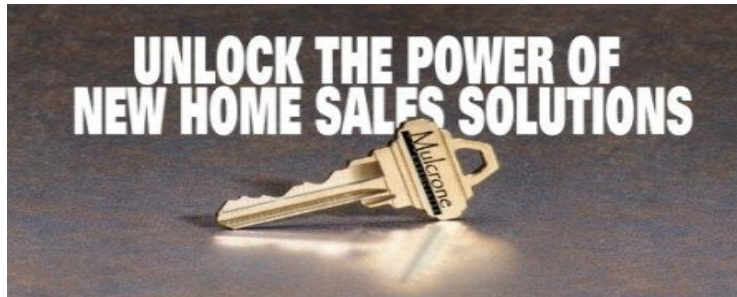
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