

HAPPY VALENTINE'S DAY

February- what a great month! February brings to mind thoughts of **love**, **hearts**, flowers, passion, and the color **RED**! February 14th, Valentines Day, is the day we recognize and celebrate our special relationships. We spend time, energy, and money to let people know we care about them. In the health arena, February is officially “American **Heart** Month” for us in the New Home Sales world; February is also a month of Opportunity ! Let’s take the positive energy and passion that February suggests and bring these emotions to the forefront in our day to day business?!?! Don’t let any opportunity get away. Let’s make February the month to start putting our heart into everything we do!



Treat everyone to a concierge level of care that says: “I **LOVE** what I do!”, “I will put my heart and soul into working with you!”, “You will **LOVE** working with me and my company!”, and “You will **LOVE** your new home!”

We all know we can perform our job, but here is the question for each of us: Do we put our **hearts** into each and every day, with each and every customer so they feel confident with our knowledge, credibility, and professionalism? Do they *feel* our genuine concern for them, their family, and their situation? They see us and they see our product, but *feelings* bring them the assurance that they are establishing a connection with the right sales professional; the one who has their best interests at **heart**!

Remember **HEARTS**!

- Honest:** You are genuine and sincere
 - Empathetic:** You understand and identify with the customer’s feelings and situation
 - Available:** You are approachable and accessible
 - Reliable:** You are dependable and responsible
 - Trustworthy:** You possess integrity and you inspire confidence
-

Skilled:

You are proficient in your profession

A positive sales experience for your customer will bring them from “I **LOVE** my new home, my builder, and my sales person” to “I would recommend them to anyone!” Let’s put our **hearts** into our business and build relationships that grow from Contact to Customer to Homeowner to Referral to Clients for Life! Let’s make February the month that we start to sell from our **HEARTS!**

From the Desk of Ella Kate:

(Nana's Junior Partner)

Is she smart or what! Now I know why I **LOVE** Nana so much and enjoy being her sidekick in business! She really does believe that if you put your heart into everything, you do you have a better chance of making everything better around you... Guess what!!

Remember last month I was making my Personal Business Plan to get potty trained!

Well I will tell you a little story... EVERYONE

around me, and I mean EVERYONE, put their **heart** into it to help me, and I am now a

proud Two and a half year old, sporting “Big Girl” panties and doing quite well in them!



This month give lots of hugs and kisses; don’t forget the cards, candy and flowers! Keep remembering most of all that Nana says “It is not what you do some of the time, that makes you successful, but what you do all the time that makes the difference!”

Here’s to **February Passion** all year long, and Chocolate for Everyone!

Hugs,

Ella

XOXOXO



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Brand New Web Seminar Series

Featuring National Sales & Marketing experts:

Kerry Mulcrone and Meredith Oliver

Looking for fresh ideas and sales techniques? Look no further! Kerry and Meredith will present 6 web seminars (approximately one hour each; all web seminars will begin at 11:00am EST) that cover the following topics:

1) Personal & Professional Business Plans – February 19, 2009

What is your 2009 Personal Resolve? Begin with a fresh Personal and Professional Business Plan. Learn how to create and develop your "Preferred 2009 Future".

2) What is your P.C.C. Quotient: Prospecting, Creativity, and Calling? -- April 16, 2009

These are an Art as well as a Science; see how you can master turning the ordinary call and

conversation into prospective new business.

3) Collaborative Selling -- The Sales Process vs. Buyer's Journey -- **June 18, 2009**

Make the Sales Process work for you considering today's new buyer and their new Sales Journey. Listen in to understand how you can match the Sales Process to the new Buyer's Cycle.

4) How to Win the Battle of Indecision -- **August 20, 2009**

Tune in for great ideas that will help you work with today's buyers; their stall tactics and ambivalence. Get Buyers off the fence by conditioning them to make decisions!

5) The Power of Persistence and Persuasion -- **October 15, 2009**

Are you bound and determined; in for the long haul; tenacious and unshakable? Buying cycles are longer...Learn to position yourself for the delayed sale!

6) The Keys to Great Customer Service and Experiences -- **December 10, 2009**

8 Keys to acquiring the natural desire for delighting customers and gaining referrals.

These seminars require a high-speed Internet connection and each seminar is recorded for your convenience. The recordings are delivered via email with a link for download and require a computer that plays Windows Media files. You may view each seminar unlimited times. A participant guide is included for each web seminar.

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What People Say....

Rottlund Homes of Florida, Inc. recently participated in a Webinar, conducted by Kerry Mulcrone, in developing your personal plan for 2009. Kerry exhibits a sincere interest in the success of each and every sales team member. She carefully guided us through self evaluation and vision of our future choices.

"For my fellow sales managers who would like a positive infusion to your sales meeting and or training sessions in a cost effective way, I would highly recommend Kerry Mulcrone."

Linda M. Trautman
Division Sales and Marketing Manager
Rottlund Homes of Florida, Inc.

Upcoming Events:

Builders Association of the Twin Cities:

Parade of Homes Sales and Marketing Council: Spring Preview Pep Rally!

Builders and Sales People get energized with ideas to put into practice at your Parade of HomesSM model, while picking up ideas to use just for you.

This event brings together experts on how to dress for success- with both men and women's fashion specialists on hand- and hairstyle advice that works for all-day wear. Byerly's will be demonstrating FREE appetizers perfect for the Parade of HomesSM model.

Kerry Mulcrone, fresh from presenting at the International Builders Show in Vegas: Sales Management Summit-- Sales is a Game Coaches Needed, will be keeping us focused on fun and has a game to test our wits. Great Prizes abound.

FREE- FREE- FREE

Date & Time:

February 18th, 2009
11:00 am - 1:00pm

Event Location:

[Builders Association of the Twin Cities](#)
2960 Centre Pointe Drive
Roseville , MN 55113

651-697-1954

Registration: email Michelle with your name and Company,
NO limit on how many can come from your company!
michelle@batc.org

Questions? Contact Michelle at 651-697-7565.

Building New Home Sales Solutions



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