



## The “Big Catch”

Spring/Summer is upon us here in the Midwest and for those of us in the not-so-tropical climates, “Tis the season to go fishing!” In the spirit of the fishing season upon us, let’s look at the similarities and commonalities between fishing, selling new homes and personal development.

In the world of fishing, we see all at once the dedication and perseverance in weathering the environment that these people have to maintain in order to reel in the big “big catch”. They are always waiting for every opportunity which presents itself to them, remaining patient, having prepared themselves with a full tackle box.

---

### Tackle Box TIPS:

Your tackle box should include all of the preparatory activities you have done ahead of time to ensure that you are fishing with the right lures for interested customers. Your personal follow up phone calls and thank you notes are all part of your Tackle Box. You also want to know the waters you are navigating in... your local community, your immediate neighborhood, and your builder. Don’t be caught off guard by a storm front. Anticipate rough waters by actively listening to your model visitors to learn their unique wants and needs and anticipate their concerns. Be prepared; have your life jacket on and be ready to handle all objections. Likewise, your vessel (your model home) should also be outfitted accordingly.



---

It is the excitement of the sport that keeps them coming back season after season with renewed spirit and energy and of course hopes that the BIG ONE never gets away!

We as Sales Professionals have our own climate to weather, especially in this confusing market. We need to stay current, educated, proactive and patient, as we also look for our catch. Surround ourselves with people who believe like we do...that the seas will calm, and the fish will bite, and once again we will

know why we stay in the game!

Think about a grade school carnival... Do you remember the fish pond? Can you remember the success rate achieved when your fishing pole was lowered behind the curtain, and after a slight tug on the line, a prize "catch" magically appeared? Remember that excitement?

The excitement is still there, but the ease of the catch has changed. Neither a Fisherman nor a Salesperson can be successful without the skills, planning ahead, and having both you and your vessel properly equipped!

There will be days when there is not a nibble, or even worse the big one gets away. Don't let these days be discouraging, remember that the big catch is still waiting to be landed, and the excitement is yours to make.

It is within your power to find and make the" BIG CATCH"

Go Get your "BIG CATCH"!!

Kerry

---

***In TODAY'S Market Buyers want?!?!***

- **Nordstrom Service**
- **The *DISNEY* Experience**
- **WAL-MART Pricing**

**\*\*FREE SEMINAR\*\***

**Call for details on how you can help your Sales Team  
Sell...**

**The "Sizzle" not the "Steak"**

**[www.kerrymulcrone.com](http://www.kerrymulcrone.com)**

**612.817.4089**

---

## From the Desk of Ella Kate:

Did my Nana say we are going fishing?? I am so excited. I can hardly wait to use my Dora Fishing pole!



I have to admit my tackle box is always full of lures, lines, and hooks to help me go fishing! I really love to “catch” more stars on my “Good Girl” chart, treats, extra trips to the park and my most favorite thing to fish for is one more story and drink of water at bedtime! “I just hate to see my day end, two extra minutes is so exciting!”

Every kid knows you can’t fish if you are not in the boat, and you can’t catch anything if your tackle box is not full! So like every smart, (*almost*) 3 year old says “Let’s go fishing!! Have fun and cheer for all the “keepers” we catch...”



You know what?!?! My Nana tells me I’m the “Biggest Catch” of all and a “Real Keeper” every day!!

Love,  
Ella

---

## Upcoming Events:

### *Certified New Home Sales Professional- CSP*

Master the craft of successful selling. This professional-level course is designed for specialists in New Home Sales. You will gain a broad understanding of the home building business, discuss consumer psychology, and learn the advanced techniques used by real estate veterans for greeting, closing and overcoming objections.

**24 Real Estate Continuing Education credits  
APPROVED!!**

**When:** June 3-5 (8:00-4:30)

**Where:** Builders Association of the Twin Cities

To Register Contact Kimberly:  
[Kimberly@batc.org](mailto:Kimberly@batc.org) or Call 651.697.1954



# What People Say!!

Rottlund Homes of Florida, Inc. recently participated in a Webinar, conducted by Kerry Mulcrone; she 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.

If you would like to enhance the quality of your next sales meeting, this is an excellent way to do so.

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

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

---

## On-Line Store

*The **BEST** Workbook  
to...*

*Increase New Home Sales!*

Do you sell New Homes...

Do you manage New Home Sales Professionals...

Are you a Builder in charge of ALL Operations??

This book is for you! Get the BEST Tips, Tools, and Take-Aways of the Trade.

Topics Covered:

- What to Look for and How to Hire New Home Sales Professionals
- Sales Meeting Ideas
- How and Where to BEST Position Yourself and your Sales Team
- Scripts
- Forms
- Checklists
- and Much, Much More...

**Your Price: \$24.99**

EVERYDAY BUILDING  
BLOCKS  
FOR  
NEW HOME  
SALES MANAGERS



Tools, Tips  
& Take-aways

EVERYTHING YOU NEED  
TO MAKE YOUR JOB EASIER  
AND YOUR SALES TEAM  
SUCCESSFUL

---

Kerry Mulcrone; MIRM, CSP, CMP

To Order Contact Mulcrone & Associates:  
[www.kerrymulcrone.com](http://www.kerrymulcrone.com) or 612.817.4089

## Insight into On-Site & On-Line in 2009!

*Don't miss this Action Packed 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



**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. Each seminar lasts approximately one hour each; all web seminars will begin at 10:00am CST. You may view each seminar unlimited times. A participant guide is included for each web seminar.

[Call Amy to Order or request more information:](#)

321-285-1660 ext. 3

### **Limited Connections Available!**

This series will sell out **FAST!**

**ALL SIX Web Seminars**

**\$149.99**

**Price Per Web Seminar**

**\$29.99 Each**

---

## Where's Kerry?!?!

- Tampa FL
- St. Paul MN
- Huntsville AL
- Des Moines IA
- Roseville MN
- Las Vegas NV
- Savage MN
- Milwaukee WI
- Rosemount MN
- Hudson WI
- Lakeville MN
- Denton OH
- Edina MN



Are any of these cities near you? Book Kerry for a Seminar and you will save \$\$ and travel time! Contact us NOW for available dates.

[www.kerrymulcrone.com](http://www.kerrymulcrone.com)

**UNLOCK THE POWER OF  
NEW HOME SALES SOLUTIONS**



[www.kerrymulcrone.com](http://www.kerrymulcrone.com)  
[kerry@kerrymulcrone.com](mailto:kerry@kerrymulcrone.com)  
**612.817.4089**