

SALES PROCESS SUMMARY

<p>PROSPECTING</p> <p><i>GOAL: Get leads!</i></p> <p><u>HOW</u></p> <ul style="list-style-type: none">> Builder marketing plan> Salesperson networking and sphere of influence (friends, family, etc. Basically anyone you are frequently around.) <p><u>WHO?</u></p> <ul style="list-style-type: none">> Salesperson> Marketing coordinator	PHASE 1
<p>WELCOME</p> <p><i>GOAL: Get appointment!</i></p> <p><u>HOW</u></p> <ul style="list-style-type: none">> See tips and techniques for welcoming <p><u>WHO?</u></p> <ul style="list-style-type: none">> Salesperson> Hostess	PHASE 2
<p>QUALIFY/DISCOVER</p> <p><i>GOAL: Determine if we can deliver what the prospect wants and needs and produce the profit the company deserves.</i></p> <p><u>HOW</u></p> <ul style="list-style-type: none">> Follow qualifying system <p><u>WHO?</u></p> <ul style="list-style-type: none">> Salesperson	PHASE 3
<p>CUSTOMER COMMITMENT/CONTRACT</p> <p><i>GOAL: Enter into agreement to build a new home</i></p> <p><u>HOW</u></p> <ul style="list-style-type: none">> Use multiple closing system <p><u>WHO?</u></p> <ul style="list-style-type: none">> Salesperson	PHASE 4
<p>Pre-construction selections and release</p> <p><i>GOAL: All specifications and selections are made by customer and accurately communicated to field through selection/start sheet.</i></p> <p><u>HOW</u></p> <ul style="list-style-type: none">> Follow pre construction process and checklist <p><u>WHO?</u></p> <ul style="list-style-type: none">> Salesperson	PHASE 5

DIG!