

Ellare's Intelligent Selling Standards

- with punctuation and pause!

Our Intelligent Selling standards don't just create your sales success, they also enable you to outperform the industry average when measured against standards such as mystery shopping.

We set and promote the highest standards of professionalism in new home sales. Our Intelligent Selling standards are geared to helping intelligent customers to make the best buying decision they can with a sales person who is a credible, consultative professional; an expert in the new home sales role.

Here we share with you how to enhance your Intelligent Selling with punctuation and pause; 2 commitment gaining techniques that help your customer make a commitment to one of your homes and for you to gain more confidence to ask the closing questions so vital for your results.

1. Being at your best/professional and ready to help

- Make sure that you are smart, well groomed, wearing a name badge and that your uniform is correct and complete
- Be conscious of your buying atmosphere
- Greet with a Smile and your best welcome - acknowledge the customer immediately and give them your name as part of your welcome and introduction
- Ask the customer for their name and use it in conversation - within 90 seconds of meeting them
- Consciously engage and create rapport with the customer - whilst starting conversation, stay curious as you qualify their needs, show empathy and put the customer at ease
- Ask your customer how you can help them and find out what they are looking for BEFORE you tell them what you have
- Listen to what your customer is saying and respond to their comments to show you have listened
- Summarise and build in small commitments, get permission to a next step
- Gauge the tempo, energy, pace and time of this opportunity

2. Working on Willing | Able | Ready ★★★

- Discover and show the customer you have a good understanding of the reason for purchasing a new home
- Ask questions and be curious about specific aspects that are important to the customer
- Establish the customer's plan for financing a property and show an appreciation for how this would work
- Establish what needs to happen with the customer's current position in order to make a purchase
- Establish how the development's timescale would work for the customer and what the time frame of the home is; how long will it serve in their life?
- Find out if the customer has been to the site before, why this location suits them and have they looked at any other sites
- Summarise what you know of the customer's needs before starting to present a specific product

Punctuate with Test, Trial and Close questions

Test Questions to use in these first 3 elements

- *What are your first impressions?*
- *What's most important to you?*
- *What do I need to bear in mind that you are looking for?*
- *Is there anything specific you would like to look at?*
- *What do you know of the development?*
- *What do you know about us as a business?*
- *What else have you seen that you like?*
- *Where are you in your search; do you feel you have looked at a good range of properties?*
- *Summarise your understanding of what you have qualified – Time, situation, finance and house type - is there anything else before we look at a home?*
- *If you find a home, what needs to happen for you to be able to buy and move?*

3. Knowing your customer

Know your GDPR responsibilities and questions

- Always gain the customer's personal details before leaving the sales office to demonstrate a home to them
- Record the customer's Name
- Take their e-mail address and ask for permission to send them information on this address
- Get their mobile/land line telephone number(s)
- Record their address – (at least their Post code and house number)
- Explore how they heard of the development and how they searched for the details
- Ask if it is ok to use their details to contact them with relevant information about the site/help them to search for their new home

Collect verbal consent as you collect personal details

'I'd like to add your details to the CustomerBase so I can keep you updated on our latest releases and offers here, is that ok?'

'We will only use the information you are giving me to support you in your search for a new home, are you happy for me to share information with you about this development? And other information about new homes in our portfolio?'

'Are you happy that we contact you by post, email and SMS? You can unsubscribe at any time.'

'You can find details on our privacy policy on our website and you can unsubscribe whenever you want to.'

'Are you happy for me and my fellow sales advisors to contact you via phone and email on a one to one basis?'

Do all of the above with style and show that you are professionally human

- *Manage the sales opportunities with the aim of increasing the return on the time invested with the customer*
- *All the above needs to be conducted in a fluid and confident way*
- *Be curious and positive in questions and enquiry to really understand the customer's needs, intentions possibility to purchase*
- *Dig deeper with qualification, build a greater understanding of how a sale can be created around the customer and their circumstances*
- *Aim for mature control, with freedom to optimise the sales space to achieve the minimum standards required*
- *Segment the development plan and other visuals – give overviews and summaries early; detail later/when it is required*
- *Measure how easily personal details are achieved in the sales suite – work with customers in the space and build up details conversationally*
- *Build in punctuation and pauses to give both parties chance to summaries and move forward productively*

4. Persuasive presentations and adding value

Punctuate with Test and Trial questions

- Stay interested in the customer by using the information you have gained so far rather than present a potential home in a generic way
- Demonstrate your local knowledge and share your information about the area in a relevant way
- Demonstrate (physically/on a model/plan/CGI) the wider development and what the customer will gain from living there
- Summarise and show your understanding of the customer's individual needs before focusing on a specific product
- Use relevant literature/floor plans to establish a potential property for them
- Differentiate your development and product using strong value adding statements
- Focus on a home to get feedback and/or match needs
- Clearly identify a specific plot for your customer to focus on
- Now you are seeing what may be possible here, what are you drawn to?
- Do you think we have started to see what may be of interest to you?
- Before we move on, do you have any other questions?
- I'd like to explore (how you might finance the purchase/what needs to happen with your existing home for you to move...) is that ok with you?
- What do you think will be most useful to you now?
- How does this home fit what you were looking to find?
- What about this home works/is right for you?
- What are your thoughts on the information you have so far?

- *Breaking down the information so that it can be delivered with a give to get style*
- *Build questions and develop more understanding*
- *Add a sense of value in all information that is shared*
- *Ask plenty of test/trial questions*
- *Pause to check all the information to craft a sale is known before going to a demonstration*
- *Know the details of the parameters of a sale before leaving the sales suite*
- *Never leave the office without having the required customer's details*

5. Engaging Demonstrations

Punctuate with
Trial questions

- Always accompany your customer around a home, you need to see their reactions
- Use the time from the sales office to the show home effectively; ask your customer more questions about their lifestyle and include information about the area
- Tailor the demonstration to their requirements
- Be positive about what the house comes with and what they can upgrade to so it meets their own specific needs
- Ask the customer which room they would like to start in and then give them a full demonstration around the house
- End the demonstration in the first room they suggested
- Highlight the specification and how it adds value to the customer
- Explain the ease of the Reservation process
- Leave the customer alone to consider their next step
- Take time to check your understanding of what needs to happen before the customer can make a buying decision; proceedability, financing a new home
- Agree a clear next step before leaving the home and returning to the sales office
- Are you familiar with how to buy a new home?
- How do you feel about the home we are looking at?
- Do you think we have found a home that will be on your short list? If yes, is it in your top 3? Where on your top 3?
- In each space – how will you use this room/space?
- Close our each space by asking a confirmatory question – 'so this room works for you?'
- Can you see yourself/furniture in this room?
- What do you feel your next step is?
- Let's sit down in private to discuss where you are up to, is that ok?
- Would you like me to take this home off-sale for you? Yes – let's establish the best route for you to reserve this home
- Would you like to reserve this home?

- *Map the journey up to the demonstration*
- *Break down the journey to the completed apartments – plan this in segments and plan test questions on the journey up, planning and gaining commitment to a next step on the way back to the sales suite*
- *Plan the journey so that it is progressive and punctuated*
- *Demonstrate less than obvious points of value in the show apartments (and homes) so that value is being added as well as discussion on how a home suits the customer and their needs*
- *Focus on closing out in the show apartment/the apartment the customer could buy so that the sales office is used to progress and agree commitment to the terms of a sale*

6. Gaining commitment and Next Stepping

Punctuate with
Closing questions

- Ask how the development suits the customer (could they picture buying and living there)
- Check/test the customer's thoughts on buying – when might they be ready to make a choice
- Propose a definite next step that will move them toward a Reservation/buying decision
- Ask the customer if they want to reserve or create a meaningful next step (face to face time, a controlled revisit, another call, an action towards buying)
- Arrange a second viewing or call back (within 48 hours). Agree a day and time with the customer plus what you will discuss/achieve during this next step
- Explain the literature you are giving them and present it in a professionally packaged folder/bag
- Email the customer at the end of the day to thank them for their time and confirming the next step

Closing/final Questions

- How does the development suit you?
- Have we found a home that will work for you?
- What are your thoughts on buying now you have seen all of this?
- How has what you've seen influenced when you feel you will make a decision?
- What is the next step for you?
- Shall we Reserve this home for you? If not...
- Let's put time in the diary for you to come to see the site again and see how you feel when you revisit this home?
- Is there any other information you feel you need to help you to make a decision to buy?
- Given what you've seen, what's stopping you from buying here?

7. Moving the opportunity forward

- Use the next step to move a sales opportunity forward
- Nudge the customer, quarter, half and full steps to Reservation
- Use emails and telephone to best effect
- Write emails that get a response
- Connect well with your customer
- Progress the sale and the relationship with your customer
- Measure your effectiveness

- *The journey back to the office gives chance to plan and agree a viable next step - break the journey back to the sales office – punctuate with information then a commitment gaining question and repeat*
- *Know what's possible before a meeting closes - ask for a next step; (a revisit (date and time), a call – to discuss/achieve what? An action towards buying or a Reservation)*
- *Gain commitment to the likelihood of buying on the development; then discuss how to come to agreement of money*
- *Engage in conversations around what's stopping a sale – especially a house to sell as there is now easy move plus to work with*
- *Gain commitment and then open the discussion to agree the terms of the purchase (inviting a 'willing seller – willing buyer' conversation of price rather than inviting offers with no parameters)*
- *Measure the achievement of purposeful next steps – an appointment, a revisit, a phone call if not a Reservation today*

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