

ellare.

A new
customer
journey

A new customer journey

Ellare believe that this life changing pandemic will revolutionise how new homes are sold and bought! It is for us, and many of the people we work with, a welcome revolution; the alignment of selling with how the customer buys, the very essence of Intelligent Selling.

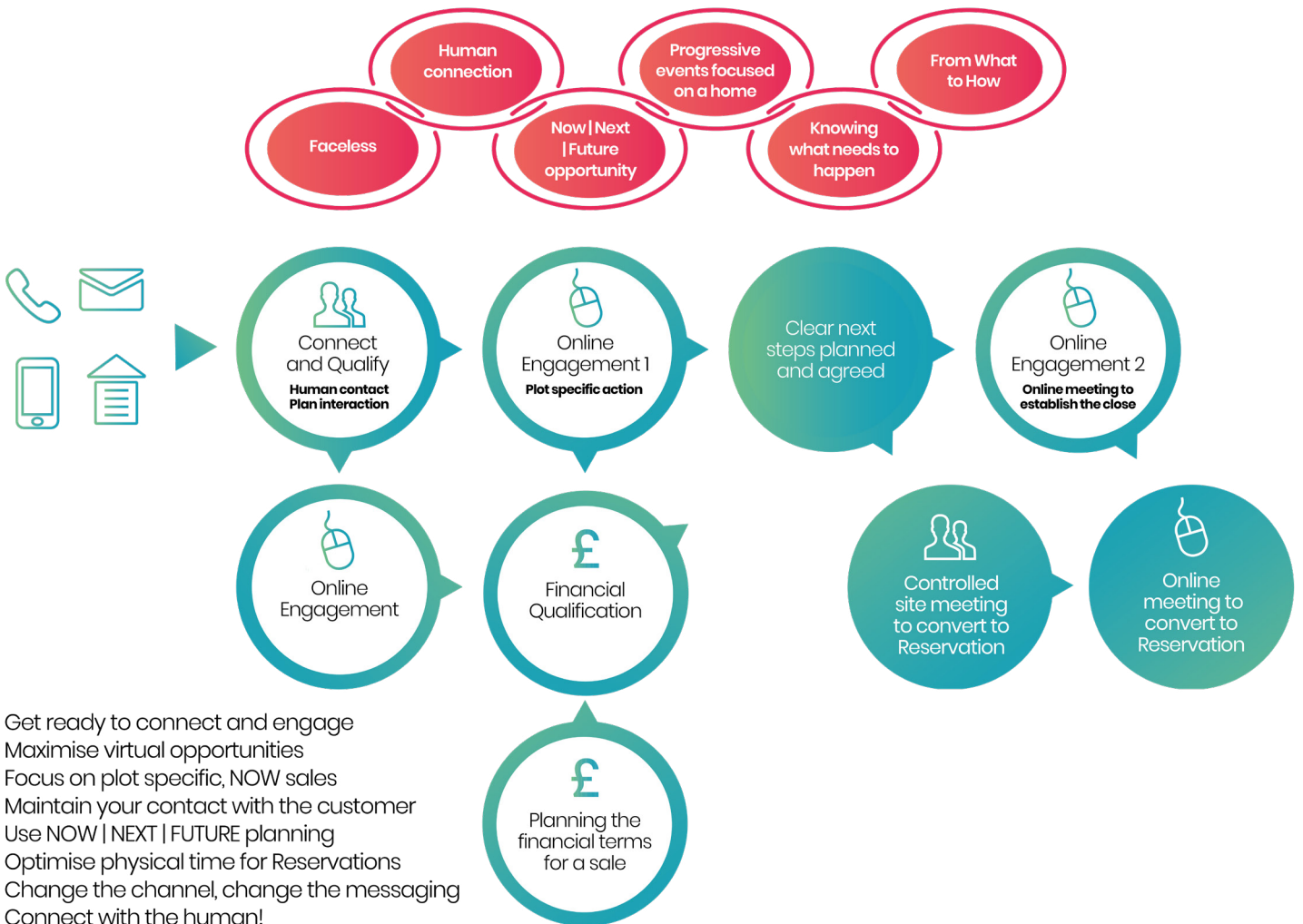
Imagine, no more instances of running out of selling before the customer is ready to buy.

This is it, our defining and pivotal moment, the moment when

- The high sales standards that we have set for new home sales comes alive
- A sales journey that meets the customer's reality is reimagined, when
- The new customer experience responds to the changes in customer behaviour - a whole new appetite, across all demographics, to actively work across the digital space when looking for a new home to buy

Here we share Ellare's most recent update to the new customer journey.

This is the new customer journey for which workflows and our sales approach will follow.



- Get ready to connect and engage
- Maximise virtual opportunities
- Focus on plot specific, NOW sales
- Maintain your contact with the customer
- Use NOW | NEXT | FUTURE planning
- Optimise physical time for Reservations
- Change the channel, change the messaging
- Connect with the human!

Ellare promote the highest standards of professionalism in new home sales.

Our latest Intelligent Selling standards are geared to helping intelligent customers to make the best buying decision they can with a sales person who is

- Super credible
- Has personal safety to the fore yet still a highly consultative professional
- Acutely aware of what the customer needs
- An expert in the new home sales role
- Shows creativity and willingness to help every customer, and is
- Intent on helping people to find the best home for their lifestyle; the most for their money

The new customer journey will call on new home sales professionals to focus on:

- Digital enquiries, they need a strategy of response that turns them from faceless to a rewarding human interaction
- How to engage with your Customer Base
- Targeted call activity with a new cadence to achieve new sales metrics and successes
- Optimising face to face time - online as well as physical appointments to site
- Being ruthless with time and gracious with people
- Effectively manage site based appointments, optimising selling time and converting fully qualified customers who can Reserve as a direct result of a controlled and safe visit to site
- Responding speedily to digital enquiries
- Converting faceless enquiries to rewarding, professionally human connections

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