

**MetLife®**



# **Sales Strategies for Today's Market**

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**Regional Builder Manager**

# Today's Market

- **Challenging Market Since 2006**
- **Homes Are Still Selling**
- **Buyer Preferences Changing**
- **Buyers Still Willing to Pay for "Value"**
- **Overcoming Adversity – Adaptation Required**



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# What is the Secret to Success?

*Well defined sales process that is...*

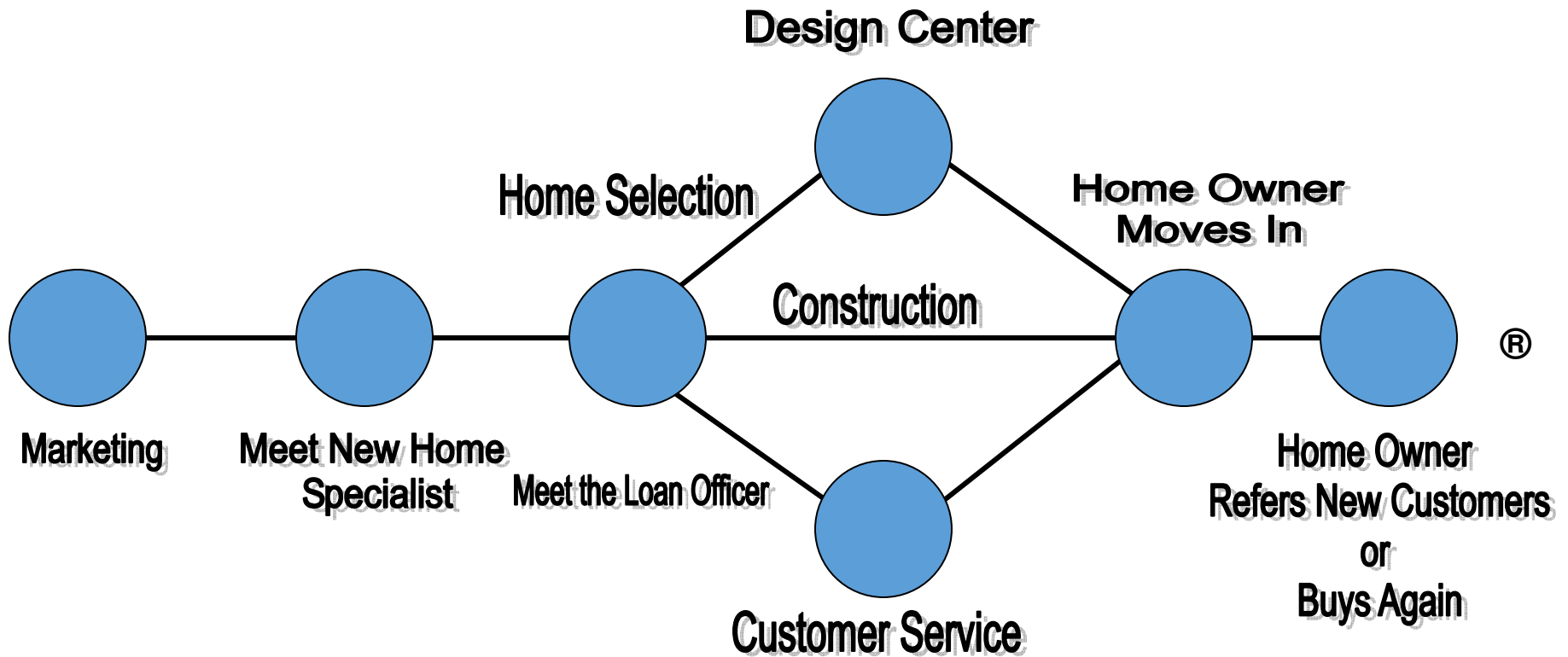
- **Customer focused**
- **Invests time in understanding the buyers needs**
- **Defines and sells value in the customer's terms**
- **Follows the buyer's decision path**



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# The Home Buyer's Experience



“Simply Connect the Dots”



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# Understand Buyer Profiles

- **Who is the buyer?**
- **Lifestyle**
- **Communication Patterns**
- **Average Age of Realtor in US is 51 years old (NAR)**
- **Creating Value**
- **Creating Promotions**



# Creating Value – Buyer’s Agenda

## The Critical Steps to Success and the Buyer’s Checklist©

### The Critical Steps to Success

- **Meet and Greet**
- **Ask**
- **Tell/Present**
- **Handle Objections**
- **Trial Close/Close**
- **Follow-up**

### The Home Buyer’s Check List

- Area
- Neighborhood
- Builder**
- Home
- Home Site
- Financing

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# Financing

- **How Much of Buy Decision is Financing?**
- **Buyer Profile Provides Insight**
- **Understanding Leverage**
- **Closing with Financing**
- **Incorporate into Sales Process**



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# Follow Up & Customer Service

- **Why Follow Up?**
- **Longer Sales Cycle**
- **Vary Types of Communication**
- **Minimum 6 Month Program**
- **Most Referrals Come 6 Months After Move In**
- **Life Cycle – Repeat Buyers**



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# What's Your Next Step?



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**Thank you !**

Feel Secure with us. **MetLife®**  
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