

International Builders Show

Wednesday, January 20, 2009 ▪ 3:30 PM – 5:00 PM ▪ Las Vegas, NV

CONFIDENTIAL

**Secrets
of Becoming an
Exceptional
Closer NOW!**

presented by

**JOHN A. PALUMBO, MIRM
MEREDITH OLIVER, MIRM, MCSP
ROLAND NAIRNSEY, CSP**



John A. Palumbo, MIRM, is CEO of *The Sales DNA Institute*, an idea studio and research laboratory for sales and marketing management. Since 1985, he has presented hundreds of dynamic, visionary speeches and seminars internationally on the science of sales and influence. John's programs, including *Closing Encounters*, *Close and Grow Rich*, and *The Closing Numbers*, are designed specifically to boost sales and are custom modified to meet exclusive company needs and current economic conditions. With more than three decades of selling experience and over one billion dollars in CLOSED real estate sales, John has the ability to take individuals and organizations to new dimensions of selling excellence. HBA's nationwide also book John as an IRM and CSP instructor for the experience, insight, and animation he reputedly brings to the class. John is author of *Close and Grow Rich* and his bestseller, *What's Your Sales DNA?* Visit www.SellingOnStage.com for access to John's articles, calendar, and complimentary e-newsletter.

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Meredith Oliver, MIRM, MCSP, works with homebuilders who want to WOW. The foremost industry expert in Internet Sales and Marketing, Meredith is the President and Founder of Meredith Communications, a sales seminar and marketing services company based in Orlando, FL. She is an eight time speaker at the International Builders Show with several appearances in the Super Sales Rally and Sales Management Summit. Her convention seminars are consistently rated by attendees among the most informative and entertaining seminars at the Show.

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Roland Nairnsey, CSP, is Senior Vice President for Bob Schulz & The New Home Sales Specialists. Roland's passion for transformation and use of The Official New Home Sales Development System® has helped him train salespeople across the world to achieve extraordinary levels of success.

During his career in new home sales, Roland sold more than \$200 million in homes, and was Palm Beach County Salesperson of the Year. Roland is an Editorial Advisor and contributor to SMI magazine.

Through classroom teaching, on-site coaching and videoconference training, Roland coaches sales teams with more than \$15 billion in sales annually.

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How Do You Rate?

John A. Palumbo, MIRM

“You can make a really good living with the words spoken from your mouth,
but you can make a fortune when you master the use of your ears.”

- John A. Palumbo

The Loneliest Word in Sales

The Seven Year Niche

Where There's Smoke, There's a Fire ...

Where There Are Lookers, There Are Buyers!

Scale of 1 to 10

You Had Me At Hello

Meredith Oliver, MIRM, MCSP

The “Ritz Carlton Close”

It begins with your mindset

You are contagious (your attitude that is...)

Assume each prospect is excited and ready to participate fully

Set the stage with atmosphere, energy, great introduction and a professional appearance

5 Secrets For Creating Urgency

Roland Nainsey, CSP

Goal: Be _____ not just _____

1. Homesites

- Your goal is to site _____ % of customers on their _____ visit
- Mark your own personal map with

Silent Sales Tools

1. Exterior: _____
2. Interior: _____

2. Brag About Your Success

1. Builder _____
2. Community _____
3. Models _____

3. Main Phases Of Construction

4. Incentives - Four Rules

1. _____
2. _____
3. _____
4. _____

5. Price & Interest Rate Increases

1. Verbally _____
2. Writing _____

This Changes Everything

John A. Palumbo, MIRM

“Not everyone respects salespeople ...
However, everybody respects *The Closer*.”

- John A. Palumbo

Strike While the Iron is Hot

Recession

Priming

Selling at the Bottom of the Market

Buying Mistakes

Crawl Before You Can Walk

Meredith Oliver, MIRM, MCSP

Let go of the outcome (really, forget about closing the sale)

Forget your sales process (really, focus on the buyer's process)

Be all ears

Decide on a next step

Invite the prospect to dance

Take the Shot

Roland Nairnsey, CSP

"I always miss 100% of the shots I don't take"

- Wayne Gretzky

BENEFITS OF ASKING FOR THE SALE

1. _____
2. _____
3. _____
4. _____

WHERE TO ASK FOR THE SALE

1. Model:
" _____?"
2. Homesite/Available Home/Condo:
" _____"
_____?"

"Never negotiate on your feet; always close at your seat."

- Roland Nairnsey

RECAP WITH EVERYONE

- "Let's _____."
- a) _____
 - b) _____
 - c) _____
 - d) _____
 - e) _____
 - f) _____

"Fortune favors the bold."

- Virgil