

KNOWLEDGE IS THE KEY TO INCREASE BUILDER SALES

By S. Robert August

So, you want to promote and sell more product! Well, the builder's purchasing agent is anxious to learn about your product and/or service too. This point may be a surprising fact to you because you continue to wonder how you can introduce your product or service to the builder. You will have more confidence to get the appointment when you are properly prepared.

Prior to arranging an appointment, it is necessary to study the market you are selling. There are different types and classifications of homebuilders. For example, there are small volume production or custom homebuilders, medium size homebuilders, and large volume production or merchant homebuilders, in addition to remodelers of all sizes.

Regardless of the homebuilder's classification, it is important to visit homebuilder's building sites to see the product. There is no substitute for viewing the actual product. So many times salespeople do not visit the field. They think that all builders are the same. Fortunately, they are not. For those who visit the field, it is possible to see the product and make a better determination how to implement their product into the builder's home while offering the builder profitable tips as it relates to the inclusion of their product.

Once you have established the competitive product and/or services that are being offered, you can then research the prices, features, advantages and benefits of the competitors. This information will afford you the ability to better sell your product because you will know the strengths and weaknesses to counter the objections that a purchasing agent may have.

Now that you are armed with this knowledge, it is time to make the appointment. Call the company to find out who makes the purchasing decisions for your product or service. Contact that individual immediately. Schedule a time that is convenient for the company

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representative to meet. Make sure that you ask for a few moments of his time - as he is very busy. To your amazement, you will get the meeting arranged through positive assertion and a pleasant disposition.

There may be a time when the purchasing agent is not available. Be persistent; follow-up with kindness and friendliness with all personnel contact. You never get a second chance to make a great first impression. Keep pursuing the meeting until you have it scheduled. Act like the meeting is important to you and that you have a product and/or service that is worthy.

Some sub-contractors may be wary of using the products because they may not have had good luck with them and are afraid of repeat performance. There may have been problems obtaining 100 percent of the items ordered or they became disillusioned because the product became damaged too quickly.

The only way to correct these situations is to visit the site and meet the sub-contractors and builders to reinforce your new product or service.

An actual demonstration may be just the way to introduce your product or service. By showing how your product and/or service can easily be adapted into the new home building process, the purchaser can immediately witness the practicality and benefits which often cannot be perceived at an office meeting.

Empower yourself with knowledge; and, “build” more builder sales today and tomorrow!

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