

# Service TRAC Will Help You Improve Your Bottom Line

Professional Training Will Give Your Sales Force the Edge over Your Competition

“We are basically specialists in teaching sales personnel in the homebuilder and real estate industry tactics on how to sell homes, how to overcome obstacles and close more sales. Our ValueMatch sales training teaches sales people a method of interacting with customers that creates intimacy, that demonstrates respect and understanding, and most of all, that builds trust. ValueMatch sales training is fun and energetic, and gives sales personnel real-life skills. Companies that have used our training have literally doubled their closing rate,” says William Nowell, president and CEO of Service TRAC LLC, a business solution company that caters to the homebuilding industry. Nowell has more than 24 years of sales, marketing, customer service and sales training experience. He has written a number of books on the subject and has appeared as a speaker at homebuilders associations all over the country. His company, Service/Builder TRAC, has been training sales people for 13 years.

“Basically, we do everything to get and keep customers. We measure performance and customer satisfaction, and we manage sales training,” explains Nowell. “Our approach to sales and customer service is to listen to the customer and understand what he cares about, and then tailor our sales pitch to the values of the customer.”

He says the big problem with many sales people is that they fail to listen to the customer. They base their sales pitch on facts about their product, forgetting that the customer buys a home based on emotions. “We teach sales people to first find out how the customer feels, and then how to make a sales pitch based on meeting those expectations.”

The Valuematch sales training program starts with a company analysis, which will give the trainer an in-depth understanding of the company’s strengths and weaknesses. The trainer will visit with key members of the staff and then write a comprehensive report that details specific areas of improvement, together with a program to improve



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target areas, as well as overall bottom line closing ratios and sales.

The second part of the program is sales training that focuses on skill development while boosting self confidence. Benchmarks will be established for each sales team member and the team for comparison against national averages. The training will teach participants to get to know their customer through questioning him, to listen and build rapport in order to discover his true needs. Lastly, participants are taught how to overcome objections.

The ValueMax Sales Management System provides information regarding standards, roles, responsibilities and tools needed to reach and exceed company goals.

It is comprised of three primary components with subsets in each area. The Outreach component outlines how to successfully generate leads. The Selling component provides tools, standards and guidelines to help the sales person utilize the ValueMatch sales principles and remain accountable to the customer. The Results Management component provides systems to remain accountable to the standards.

The final part of the program is the Mystery Shopping program. Through a customized presentation of one of ServiceTRAC’s teleshoppers, the performance of the sales personnel will be taped and recorded in real-life sales situations using specific and targeted information from the customer’s communities. This program is made available 24-hours a day over the Web for the business owner to view.

Nowell says right now there is a definite need for sales training in the homebuilding business because the industry has really taken a hit, and builders are trying to >

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figure out how to increase their sales. "For two or three years, they could sell anything they built. It didn't require any salesmanship on the part of the sales people. Now that sales are slowing down, they are finding out sales people have to learn to sell all over again, and builders have to retrain their sales force."

He says there are four areas in which sales people need to change if they want to be successful in the future.

"Number one, sales people need to learn how to control the sales environment, which means they need to talk less. Basically, when a customer comes in the sales office and asks questions, causing the sales person to do all the talking, the sales person needs to get control of the conversation and turn it around.

"Number two, sales people need to learn to listen to the answers the customer gives them. If the sales person would truly listen, the customer would buy what he/she has to sell. Most people are looking for reasons not to buy, so the more a sales person talks, the worse it gets for him/her.

"Number three, sales people need to learn how to present the product, in this case the home, in light of the emotions and values of the customer and not in light of the features of the product. So they need to learn to make it more about the customer and less about them.

"Number four, sales people need to learn how to ask the customer to buy the house. When we video-shoot sales

people, almost 90% of the time, they fail to ask the customer to buy the house, i.e., they fail to close the sale. They ask a lot of questions that don't matter very much, but they rarely ask the customers to pull out a check and start the process."

The company follows up their training by testing sales people's skills with a mystery shopping service. "We actually started our company with a mystery shopping service," says Nowell. "We are the first company in the country to have this type of program specifically designed for homebuilders. Video mystery shopping is an amazing training tool that can be used to validate sales and service techniques, increase staff productivity and instill a mechanism of empowerment for the company's front-line employees. Our video mystery shopping incorporates the use of micro-video and audio equipment, which is embedded in a purse (for women) and a button in a shirt (for men). The cameras are small enough to avoid detection by the untrained human eye. The video mystery shopping is used to monitor employees, and is custom-designed for each business."

"To sum it up, we teach companies how to do sales training a bit differently and help them to set up systems to monitor sales performance, so that they can manage it more accurately and thereby improve the bottom line."

—*Lydia Enderle Bell*