

For a better quality of life.



HOME BUILDERS ASSOCIATION of METRO DENVER®

SALES & MARKETING COUNCIL

Presented in eight / half day classes.

September 14, 21

October 5, 12, 19

November 2, 9, 16

Breakfast / Registration 7:00 - 8:00

CSP Class 8:00am - 12noon

Cost: \$150 HBA Members \$295 Non-HBA Members

You will receive you Certified Sales Professional Designation from the NHBA after attending all classes and passing a exam to be given on the final day.

Questions? Contact: Vicki Pelletier (303) 551-6710 vpelletier@hbadenver.com

CERTIFIED SALES PROFESSIONAL COURSE

Master the craft of successful selling. This professional-level course is designed for specialists in new home sales. You will gain a broad understanding of the home building business, discuss consumer psychology, and learn the advanced techniques used by real estate veterans for greeting, closing and overcoming objections.

As a graduate of this eight-part course, you will be able to define and describe the:

- Qualifications and characteristics of a new home salesperson
• Differences between selling new homes and resale homes
• Role of the Critical Path to Successful Selling in the new home sales environment
• Basic steps of the builder's decision making and development process
• Basic construction features that benefit the home buyer
• Builder's marketing approach and the impact the new home salesperson has in the marketing process
• Impact of consumer behavior on the new home selling process
• Basic elements of effective communications in the selling environment
• Importance of prospecting in searching for and qualifying potential buyers
• Legal aspects of the real estate business and fair housing guidelines

You will also gain the following skills:

- Greeting and qualifying a prospective buyer
• Using the area and community as selling point
• Successfully demonstrating the product
• Handling objections
• Reducing the process to writing
• Successful closing
• Basic new home financing
• Using follow-up systems to increase sales
• Final walk-through and call-back procedures

Instructor: William Watson MIRM, CSP

OR YOU CAN Fax Registration to: (303) 733-9440



REGISTRATION INFORMATION

Are you an HBA Member: Yes No [ Circle]
Name:
Company:
Address:
Zip Code:
Phone:
E-mail:
Signature: Date:

PAYMENT INFORMATION

[ ] Check [ ] Bill My Company
(HBA Member #):
Visa [ ] MC [ ] AMEX [ ] Credit Card #:
Exp CVS
Name on Card:
Billing Address Same: [ ]
Billing Address:
Zip Code: