



## THE FIVE MINUTE PROFESSIONAL: Getting Through to Your "Gotta-Run" Prospects

*by Bob Schultz*

Imagine this: Mr. Jones walks into your model home center. He tells you what he wants in a home, how much he can pay, and that he will make a decision today. He will allot you five minutes for your pitch. Mr. Jones then looks at his watch and says, "Go!"

What would you do? I've seen salespeople start rambling aimlessly under these conditions, trying to rattle forth as much information as possible in a short amount of time – but Mr. Jones would probably walk away from this incoherent approach without buying a home. What's the answer, then? It's what I call **The Five Minute Drill**<sup>SM</sup>!

I believe that every new home salesperson *can* make a qualified presentation, covering the **builder, location, specific amenities and product** in five minutes or less. You must do this in an organized and concise manner, stating appropriate features and benefits, and asking a number of significant questions. This five minutes does not include what comes later – the qualifying and handling of several objections. But you should practice a conditioning exercise to help you remember all the information you must give in a presentation during a five-minute period. Are you up to the task?

### THE FIVE MINUTE DRILL<sup>SM</sup>

Just as the professional football team has a two-minute drill that it uses in the final moments of a close game, you must have your own Five Minute Drill<sup>SM</sup>, which you can perform under the most extreme pressure. Being what I call "unconsciously competent" is very important in order to do your best under any level of stress.

## PRESENTATION GUIDELINES

The Five Minute Drill<sup>SM</sup> has three segments. These are 1) You and Your Company, 2) Your Location, 3) Your Amenities, and 4) Your Product. In each segment, you must do three things:

PREVIEW - You must introduce what you plan to tell the prospects.

PRESENT - Tell it.

RECAP - Restate what you just told them, through tie-downs and involvement questions.

By offering the same information three times, you drive the buyer's retention level up considerably. Also, during the presentation, you should offer at least six tie-downs or involvement questions. For example, "Aren't you?" "Wouldn't you?" "Haven't you?" The skillful and effective use of tie-downs is extremely important.

## YOU AND YOUR COMPANY

Sell yourself and your company first. You only need to say three things about your builder:

1. **Who are we?** Research your company for information. Are you a large- or small-volume builder? Create a one- or two-sentence statement about your organization.
2. **What have we done?** Create a statement about company's achievements and awards, and the number of homes built.
3. **What does this mean to the prospect?** Build credibility and value. Use your first tie-down here. For example, "The financial stability and reputation of the company that builds your new home are important to you, *aren't they?*"

## **YOUR LOCATION**

Essentially, most companies can construct homes for approximately the same amount of money per square foot, provided quality is comparable. But the one thing that causes prices and values to fluctuate is land cost. That cost is a direct result of location and its level of desirability.

Position your macro and micro locations well! Macro location refers to the general area, or where you are in relation to the rest of the world. Mention how convenient your location is to the airport, highways, hospitals, etc. Script five specific features of your macro location and use another tie-down.

Next is your micro location or neighborhood. Again, script five features, such as schools, churches and shopping. Time for another tie down. The more you know personally about each feature, both macro and micro, the more pizzazz you can put into the benefits.

## **YOUR AMENITIES**

Amenities are anything outside the home or homesite, such as a golf course or swimming pool, or 24-hour security. Amenities may also include such basics as underground utilities, beautiful street lights, sidewalks and landscaping. Use an appropriate tie-down for each. Be creative!

## **YOUR PRODUCT**

Script 10 specific features you want to spotlight, generally beginning in this suggested order:

1. A statement about design, land plan, and the variety of floor plans you have to offer.

2. A statement about your customer service department and warranty program.
3. A statement about financing.

Items four through ten should be those product features and benefits which are the most important in your homes, from an energy efficient heat pump to hardwood floors, from top-of-the-line appliances to walk-in, cedar lined closets. Don't forget to mention brand names and to use at least two tie-downs.

### **PUTTING YOUR SCRIPT TOGETHER**

Write out your FIVE MINUTE DRILL<sup>SM</sup> PRESENTATION in longhand, then go back and read through it. Analyze every word. Evaluate every statement. Whittle and redesign. Make sure it is absolutely the best presentation you can make. Know it well. Practice, drill, rehearse.

If you get **You/Your Company** down to 45 seconds, and **Location, Amenities** and **Product** each down to one minute and 15 seconds -- a total of four minutes and 30 seconds -- you automatically have an edge with the prospect who only gives you a few minutes.

You will floor your prospects when they issue you the "five minute challenge," hear your dynamic presentation and then see you look at your watch and say, "Well, we only have thirty seconds left. I would sure like to show you our model homes . . . " You will be surprised at the large percentage of "gotta run" people who suddenly start signaling, "Tell me more!"

Remember that this is a drill to organize your information in order of priority. Once prepared, you are the master communicator. Your customer only has five minutes? "Great," you can say with a pleasant smile. "I'm so glad you stopped by . . . "



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