



# **Builder Sales Power: A Guide for Exceptional New Home Sales PROfessionals**

*Christine Hamilton*

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## **Builder Sales Power: A Guide for Exceptional New Home Sales PROfessionals** Christine Hamilton

In Builder Sales POWER, Christine Hamilton has created a guide to help New Home Sales Professionals become exceptional in any marketplace. You will learn:

- How to tap into your reasons for selling a home today and stay motivated to do your best every day.
- How to proactively generate leads and bring business into the company at little or no cost.
- The graceful art of asking questions that guide the customer's thinking to a "Yes" buying decision today.
- How to professionally "stomp" the competition from both new and resale homes.
- How to unveil and magnify your customers' urgency and shorten the sales cycle.
- To be a masterful closer with all personality types and overcome the toughest objections.
- Manageable follow-up habits and practices that are effective, yet not overwhelming.

If you really want to step up your game, then this is the book for you You've got the POWER!

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