

Take control of all your sales opportunities

We want sales people in the Ellare network to be great sales people so here are some tips to help you to take control of your leads. Use these tips to be in more control of your sales opportunities.

Telephone enquiries

We want to be able to help you to maximise every telephone enquiry because it is a key action from a customer and a major opportunity for you to engage and get commitment from the customer to visit your site.

We want to help you to improve how you drive visitor rates to your site through appointments as well as how to successfully next step on the telephone. Be honest, could you improve how you drive visitor rates to your site from telephone enquiries?

We know from tracking real customer activity that customers making a telephone enquiry today has already undertaken substantial research into the possibilities of buying a new home and when they make contact with you, they have often narrowed down their choice to about 3 or 4 developers/properties. This means that more often than not, an initial enquiry is more substantive than it perhaps first appears.

So, when the telephone rings, your first thought needs to be 'this is an intelligent customer wanting to purchase on your development' – belief enables reality.

- Reward the customer for their call, really engage so that you find what you can do to help them by spending time with you on site.
- Keep the focus on the customer, what will help them in their search?
- Early in the call prompt positive reasons to spend time on site with you – knowing how the development feels, have they spent time on the development already?
- Promote how spending time with you will help them. Ask if they would like to see a home that has been finished rather than just say the show home is there to look at
- Create really effective calls to action and ask often, until you get commitment for an appointment to visit
- Inspire the customer to visit you

Digital leads

The internet has fundamentally changed where customers decide to spend time as they consider buying a new home.

The internet has brought on a shift from selling during the boom times to attracting, engaging and empowering the new economy of buyers to buy traditional and consultative sales still work in certain selling situations and it's becoming increasingly clear that their effectiveness is waning.

The sales process has to be transformed into a no pressure exchange where 'getting to the truth' and building a relationship is the goal.

Making a human connection is the goal for a digital enquiry. Set out to make the interaction a human one – use all your channels to convert a digital lead to a human connection.

Get face to face with customers

To successfully sell, you need to buy customer time through persuasive conversation that gets you information.

With every customer, you need to:

- Discover the special needs and lifestyle of your customer
- Use your knowledge to support and encourage the customer's needs
- Establish the deciding factors of the sale
- Mentally match their profile with your product
- Trading information
- Build your picture of the customer's lifestyle and their real needs

Take control and convert your opportunities to conversations with actions that get you closer to a sale

ellare.

T. 0333 305 7525
E. hello@ellare.co.uk
W. ellare.co.uk

 **in** [@weareellare](https://twitter.com/weareellare)