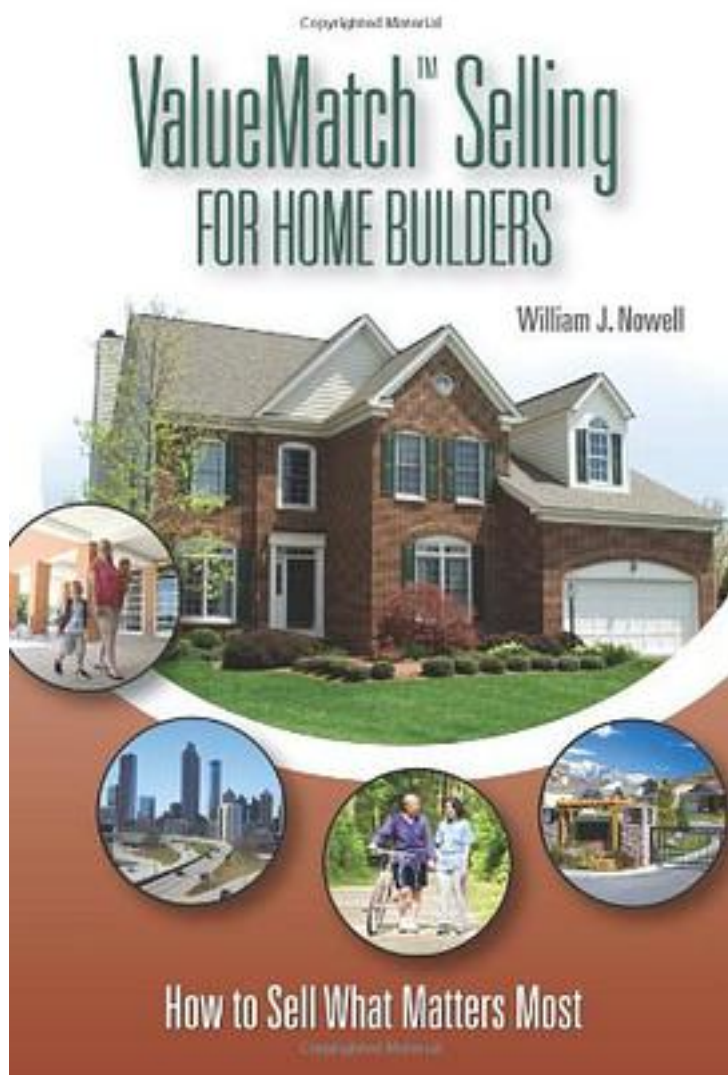


ValueMatch Selling for Home Builders



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Will Nowell has revolutionized the sales process with ValueMatch Selling for Home Builders. Proven, powerful, and effective, ValueMatch listening skills will help you open the door to your prospective home buyers emotional need to buy a new home. These skills, the core of the ValueMatch sales process, will help you match what your homes have to offer with what prospects value most in a new home and it usually has nothing to do with granite countertops or number of bedrooms. ValueMatch Selling for Home Builders will teach you how to build rapport within the first 60 seconds; sell yourself to establish a relationship; convey the builders concept or vision; make a dynamic presentation that includes asking for the close three times; put yourself and your prospect in a closing posture; complete the sale; launch a new after-closing relationship that brings in referrals. ValueMatch Selling for Home Builders is your guide for selling what matters most.

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