



## HBA Builder Services At A Glance

Everyone has experienced cutbacks but your need for services remains the same. Many of you told us you were struggling with training and management for your sales teams. So we organized our services into affordable, targeted components that is priced for builders for builders of all sizes.

### Training

**There's nothing like LIVE training to bring LIFE to your meetings. We provide the LIVE training, the Topics, the PowerPoints, the Agent Handouts, and the Agent Takeaways. All you need to do is call a meeting and all of the work is done for you.**

#### Why is training important?

At a time when every sale is critical to a builder's success, many Agents have either forgotten or never learned many of the basic selling skills they absolutely need to sell homes in this market. We know this fact because we see it over and over in the secret shops we do. We start our training at the very beginning and walk them through the entire cycle of a sale. We utilize sales meetings and one on one coaching to assure success.

**By the time we are done, you will have the Best in the Business working for you!**

### Meetings

Our clients can purchase from one month to a full year of sales training for their weekly sales meetings. This training is state of the art, and speaks directly to new home sales professionals. It gives the agents takeaways that they can implement weekly into their selling routines. Once you have had HBA handle your meetings, you will never have boring sales meetings again. Our meeting will make a huge difference in your organization.

**No time for meetings? Let us handle it for you. We can do it all....literally!**

- Weekly or Monthly Sales Meetings, Topics and Takeaways
- Sales Campaigns, Contests
- Sales Rallys and Sales Retreats
- Sales Presentations via Webinar, Live or Power Points on CD's
- Leadership Meetings, Retreats
- Corporate Roll outs
- Customized topics built from scratch, just for your needs

## Leadership

**We are all wearing many hats these days. Sales Leader doesn't need to be one of them. Great sales teams are high energy and lots of work! Let us take the reins and help you get the most from your sales team:**

- Planning & leading sales meetings allowing you to roll out company policies, review goals, and keep your team aligned
- Evaluating and training your team in the areas most critical to your success
- Giving the sales team with daily encouragement & guidance to stay on track
- One on one coaching with documentation to manage performance issues
- Recruiting and interviewing for the highest caliber additions to your team

**The other aspect of Sales Leadership that may be missing is the ability to count on someone strategically. You don't need a full time executive to weigh in at critical junctures.**

- We can do comprehensive competition analysis with an action plan to get challenged communities selling again.
- Save yourself from expensive mistakes when opening a community. Let us review your proposed project and give you feedback BEFORE you put all of the money in the ground.
- Product review. Do you know you have the right product for the community and price point? We can provide insight into the buyer wants & needs so you can have the most desirable product in town.

## Strategy

**As if shrinking teams (and budgets) don't cause enough stress, this market has also created enormous pressure for getting decisions right the first time. This burden can be shared without the overhead of a full executive team.**

- Let's start talking before any money is spent and get a strategy down that takes all perspectives into account.
- Does the data "match" what we are seeing on site? Let us make sure the data is relevant and reflects current trends.
- Start-ups are expensive. We can help you get it right the first time by evaluating the product, marketing and pricing to make sure you are getting the best return.
- As the market changed our systems did too. Are you sure you are getting the best results from your organization? Our extensive experience with different processes and structures will help us evaluate your team and processes to make sure you are maximizing everyone's potential.

**Do you have a community that is struggling?**

- We provide comprehensive competition analysis with an action plan to get challenged communities selling again.
- Our experience gives us a foundation to review the community from many different perspectives and make recommendations that will improve the results you need.

## Top Guns

**Sometimes you need a Top Gun Sales Person and can't find one. WE can! We have highly trained sales teams for your more challenging projects.**

- **Close out projects** - When you need to sell those last few, give them to us! We know new homes, we will come up with a intensive marketing plan and move those homes you can't.
- **Start up projects** - Let's face it, finding the best takes time. We are good at it. Let us help you find your top guns, our years of experience makes it so much easier. You have better things to do with your time.
- **Challenging projects** - There is always those projects that you need extra special sales people to sell. Let us help you fill those positions.
- **Interview Assistance** - There is nothing better than watching us interview and role play new hires and you become the observer. Really the most effective way to hire.