

# VALUE MATCH+

QUICK REFERENCE GUIDE

TELEPHONE INQUIRY



Have fun  
**Goal: Get into a “Closing Posture”**

Successfully completing these important skills and tactics with a prospect can get the you into a “closing posture” during the ValueMatch+ Process.

*This Quick Reference Guide can be used to evaluate and train salespeople who meet with prospects at the sales center. Although the basic sales skills are the same for both phone and in-person presentations, the salespersons need to be proficient in the specific skills and tactics needed to perform the ValueMatch+ process. The guide provided here itemizes both the skills and tactics for each step of the sales process.*

Summarize the customers situation
Summarize the customers urgency.
<b>Summarize the hot buttons they are looking for.</b>
Throughout the summary, confirm what is going to be the most important issue or feature in the (community, house, etc) for the customer.
Confirm what is going to be the most important issue or feature in the (community, home etc) for this customer.
Response Skill: “That’s Amazing!!! Based on what you have shared, I can think of at least one (community, home etc.) that is exactly what you are looking for.”
<b>Question:</b> Can I make a suggestion? Lets set up a personal visit to (our community, the tour a couple homes, etc.) so we can learn more about your situation and determine if (our homes, this community, etc.) is a good fit for you. Would you like to schedule a visit now?”
Tie Down
<b>Overcoming Zingers</b>
Identify and repeat the zinger.
Ask what is meant by the zinger.
Why do you ask <about the zinger>?
Answer the zinger remembering that the answer leads back to the process.

The Greeting  
Goal: **To Discover Truth**

Successfully completing these important skills and tactics with a prospect can lead to discovering the truth during the ValueMatch+ Process.

Take Notes!
<b>Recap or summarize. ( Who is involved?) (What is the situation?)</b>
<b>Question:</b> "can I ask you a question? How long have you been involved in you current situation?"
Response Skill: "So, what I hear you saying is <Repeat what is said>. " What do you mean by that (use key words and phrases) . Repeat the answer.
Note: Continue to clarify until it is appropriate to ask about their feeling about the real situation.
<b>Question:</b> How do you feel about that? ( <b>Listen to the Answer</b> )
<b>Question:</b> " Can you describe the optimal or ideal solution?"
Response Skill: "ValueMatch" (Relate to what they have just shared to one or more of the special features of your (community, home, etc.) in a personalized presentation)
Special feature #1 (or optimal solution) #1 (Residents will enjoy 40 acres of inspiring architecture.)
Special feature #2 (or optimal solution) #2 (Just minutes away from the white sands beach of the Atlantic Ocean.)
Special feature #3 (or optimal solution) #3 (Enjoy some of the best sport fishing in the world.)
Special feature #4 (or optimal solution) #4 (Nearby Major League Baseball Spring Training.)
<b>Overcoming Zingers (Bonus)</b>
Identify and repeat the zinger.
Ask what is meant by the zinger.
Why do you ask <about the zinger>?
Answer the zinger remembering that the answer leads back to the process.

The Greeting  
Goal: **To Build Trust**

Successfully completing these important skills and tactics with a prospect can lead to building trust during the ValueMatch+ Process. **Remember: Just Listen.**

Be prepared to take notes. Have inquiry worksheets ready.
Answer calls quickly (1-2rings).
Make introductions (positive, upbeat, smiling)
<b>Question 1:</b> What attracted you to the (community, neighborhood, model, etc.)? - or recap follow up.
<b>Question:</b> What would you like to accomplish on our call today? (Listen to the answer) - or recap follow up.
Response Skill: "So, <Repeat what is said>. I would be happy to help you with that. Do you mind if I ask a question first?"
<b>Question:</b> What is your situation? ( <b>Listen to the Answer</b> ) <b>What has changed? Follow up or recap notes.</b>
Response Skill: "So, <Repeat what is said>."
<b>Question:</b> How do you feel about the situation?
Listen to the answer and empathize.
Move towards the Community Board.
<b>Overcoming Zingers (Bonus)</b>
Identify and repeat the zinger.
Ask what is meant by the zinger.
Why do you ask <about the zinger>?
Answer the zinger remembering that the answer leads back to the process.

The Greeting  
Goal: **To Build Credibility**

Successfully completing these important skills and tactics with a prospect can lead to building trust during the ValueMatch+ Process.

Take Notes!
Question: Who else is involved in the decision with you?
Response Skill: "So, <Repeat what is said>."
Question: Who has the responsibility to make a decision?
Response Skill: So what I hear you saying is < Repeat what is said>
Question: How is that working? ( Listen to the answer and empathize)
Question: Why is that important to you? (Listen to the Answer)
<b>Overcoming Zingers (Bonus)</b>
Identify and repeat the zinger.
Ask what is meant by the zinger.
Why do you ask <about the zinger>?
Answer the zinger remembering that the answer leads back to the process.

The Locator Map  
Goal: **To Build Value**

Successfully completing these important skills and tactics with a prospect can lead to building value during the ValueMatch+ Process.

Take Notes!
You mentioned earlier ( repeat something personal they previously mentioned) or ask about clues offered or ask one of the following optional questions: <ul style="list-style-type: none"> <li>• "How do you balance this with your personal life?"</li> <li>• "How do you spend your personal time?"</li> <li>• What do you do when you are not shopping for retirement?"</li> </ul>
Response Skill: So what I hear you saying is < Repeat what is said and clarify> What do you mean by that (Use key words or phrases). Repeat Answer
Question: Why is that important to you? (Listen to the Answer)
Response Skill: "ValueMatch" (Relate to what they have just shared to one or more of your own interest, your passions, or simply learn more.)
Personal Interest #1
Personal Interest #2
<b>Overcoming Zingers (Bonus)</b>
Identify and repeat the zinger.
Ask what is meant by the zinger.
Why do you ask <about the zinger>?
Answer the zinger remembering that the answer leads back to the process.