

LEARN VIRTUALLY with ROLAND NAIRNSEY



New Home Sales +
Virtual Academy





Jeff Knox

2 reviews



★★★★★ a year ago

Positive: Professionalism, Quality, Responsiveness, Value

I've been in new construction since 1989 and have taken many sales courses and can honestly say that Roland's New Home Sales + is by far the best. The information is relevant and wonderfully delivered. The feed back from our agents was exceptional. This an essential course for anyone in the industry. Highly recommend.

Jeff Knox MIRM

Sterling Homes Inc./New York Development Group, LLC

Broker/Owner



Angela Boisvert

2 reviews



★★★★★ a year ago

Positive: Professionalism, Quality, Responsiveness, Value

Roland did an impeccable job with our training. Knowledge was endless and his demeanor to engage was flawless. Not an easy task via ZOOM I imagine. He is someone to absolutely learn from and his pleasant nature made Wed. a.m. something I looked forward to. Thanks for the gift of time and knowledge. Great success can come if you take these tools an implement them in your daily sales practices. Excellent investment!



Kevin Miller

1 review



★★★★★ a year ago

Positive: Professionalism, Quality, Value

Roland Nairnsey is a great coach! Whether you are new to the industry or you have experience, his training WORKS. The things that he has taught me has forever changed my professional career. Once you understand the technique, you cannot unlearn what he teaches you. I started selling new homes in a small market, and, now, I sell new homes in a large market; the sales training works in both markets! Thank you Roland Nairnsey



Katharine K. Pelletier

5 reviews



★★★★★ a year ago

Positive: Professionalism, Quality, Responsiveness, Value

Roland is an amazing teacher and coach! He far exceeded expectations. I learned so much in his new construction sales class. With the pandemic, we had to do the course on Zoom but he was so engaged with us and encouraging to everyone in the group even if we didn't get answers right. He brought up techniques that were brilliant that many of I had never heard before in sales or in getting my marketing bachelors. I highly recommend taking this course and Roland! Don't hesitate if you are on the fence! You will gain lifetime sales knowledge that not only is perfect for new construction, but is profitable with resale business and really any industry that involves sales.

**ROLAND NAIRNSEY,
President, New Home Sales Plus**

**MASTERY OF
SELLING**

*For New
Homes*



Roland became a licensed Realtor® in 1984 and started working for his first homebuilder in 1987. He has successfully sold homes for numerous builders ever since as both a salesperson, selling Sales Manager and Director of Sales, and is personally responsible for **almost one billion dollars' worth** of new home sales.

He became a national sales trainer in 2002 and spent a decade training **thousands of salespeople all over across North America to replicate his sales success.** His clients love his refreshing **"Real World" approach**, teaching processes honed from his own experience, that are proven to increase sales, and have even nicknamed him **"The Stuff Guy"**. The feedback is that **they laugh while they learn.**

Taking a sabbatical from training, Roland recently managed sales for a luxury home builder in South West Florida for three and half years. **This allowed him to understand today's buyers as well update his approach and training material to suit to this new contemporary market. Also, making him one of the only trainers to recently be successful selling homes himself.**

Roland formed his own training company New Home Sales Plus, a few years ago and has very quickly gained a loyal following of clients all over North America, **with combined monthly sales in the many billions.**

He delivers his training both in person, and via interactive live Video Conferencing which he conducts weekly. He also is an avid blog writer, posts Free Videos on his You Tube Video page, and just released his latest book on Amazon "The Mastery of Selling for New Homes". Roland lives in Miami with his wife Svitlana and son Max.

*"Roland's program was **life changing**, it has already had a huge impact on how I think in sales. Roland's personality and passion for sales are contagious."*
Lindsay Price, Eagle Construction, Richmond, VA

*In my 23 years of experience in New Home Sales, Roland is the **BEST** at educating, presenting, & coaching not to mention entertaining."*
Paula Howard, Fonville, Morrissey and Barefoot, Raleigh, NC



We now teach our Flagship Program The Newest A-Z of Home Sales, 100 % Virtually.

Each session includes the matching workbook and assignments. The workbook will be emailed via PDF in advance of the program for you to print.

For attending all five sessions each sales people receive their own personalized graduation certificate.

There are five three hour sessions, which includes a fifteen minute break in the middle. Each session is recorded and is yours to keep.

You may return to the Virtual Academy and attend any of the five models for free within 12 months.

DETAILED PROGRAM CURRICULUM

Seek First to Understand...

- ✓ Get to know everyone in an interactive opening conversation. Find out what they already know, listen, and discuss areas that they would like to learn.

How New Home Sales is like a Three Act Movie, ESP Essential Sales Path (Introduction)

- ✓ Prepare for your role in New Home Sales & Develop a Professional Persona.
- ✓ Act 1 = Greeting, Discovery and Presentation
- ✓ Act 2 = Demonstration, and Narrow Down to one of a kind.
- ✓ Act 3 = Closing, Appointment Setting and Follow Up.

Franchise Mentality (Unless we have covered this already with a Video Conference)

- ✓ Treating New Home Sales like a Franchise opportunity. This includes a unique ten point "Franchise Check List." *
- ✓ Enthusiasm = I am Self-motivated myself.

Mastery of Communication

- ✓ Understand the three modes of communication, words, voice and body language.
- ✓ Words - Review the ever-growing Dictionary of new home sales and communication verbiage and discuss why they work. (Also, have fun discussing what doesn't work).
- ✓ Voice - Discuss and role play.
- ✓ Body Language - Understanding the huge role body language plays in new home sales, including adjusting for different personality styles, mirroring and matching, leading customers through a home and on home sites, and sitting down at the end of a presentation to close.
- ✓ Listening Skills - Includes how to focus, using the customer's name, Reflecting, Chunking and more.
- ✓ Features and Benefits - Features Tell and Benefits sell.
- ✓ Involvement - FBI selling ©

How New Home Sales is like a Three Act Play (In depth)

Act 1 = Greeting and Discovery

- ✓ How to Build Trust,
- ✓ The 30 Second Rule,
- ✓ Body Language,
- ✓ How to take control of your sales process,
- ✓ Open ended questions,
- ✓ How to Discover Customer's Hot Buttons.
- ✓ "You can't close if you can't open." The opening concepts, as well as 5 Specific Discovery Questions, that when mastered are guaranteed to increase sales.

How to Use Numbers to Increase Sales

With interest rates and home prices increasing, it is imperative that sales people are able to guide clients and allay their fears with a basic understanding of financing. We will show the salespeople how to use the App NH SALES+ to help guide clients with the numbers and create consistent sales success.

Act 2 = Presentation and Demonstration

- ✓ How to build the perfect presentation from the outside in.*
- ✓ A.S.K ©
- ✓ Plus 5 Unique advanced concepts to increase the power of your presentations and turn lookers into happy customers; including how to deal with the “just looking” customer.
- ✓ “Lights Camera Action, 20 steps to a world class home demo” includes:
 - Numbering a floor plan, Going to the light,
 - Transferring ownership, `Choices = commitments = closes,
 - Close as You Go ©, Narrow down to One of a kind

Act 3 = Closing

More than fifty pages of original material geared solely around closing.

Includes:

- ✓ The benefits of asking for the sale - M.U.C.H.O. ©
- ✓ How to create Authentic Emotional Urgency, Assumptive Closes, Alternate Choices, The World-Famous Puppy Dog Close, Hypothetical Close,
- ✓ Roland’s unique 6 step Recap close guaranteed to increase conversion ratios.
- ✓ Also, includes managing objections or “Are You Looking at Your Customer’s Buts!”

* The students will be given the assignment of writing their own presentation, based upon the simple 3-page step by step plan in the workbook, then emailed to Management and Roland for review and edit.

ADDED BONUSES

FREE USE OF NH SALES + APP

New Home Sales Plus has developed an APP, which includes a simple mortgage calculator and other training tools designed to help increase sales. This is proprietary to New Home Sales Plus and is only available to clients of New Home Sales Plus. Our Clients are finding that the use of this APP is helping their sales teams to increase sales. Here is a link to the program on our website:

DETAILED PROGRAM CURRICULUM 2023

TIME:

All programs are on Fridays and are from 2:00 PM EST to 5:15 PM EST.
(This includes a 15 minute break in the middle of the session)

PART 1 - August 11

Seek First to Understand, Create a Service Mentality, The New ABC'S, The Essential Sales Path, Franchise Mentality - Treating New Home Sales like a Franchise Opportunity, Introduction to Mastery of Communication, Words.

PART 2 - August 18

Body Language, Voice, Listening Skills, How New Home Sales is like a Three Act Movie (In depth), Act I = Greeting and Discovery, Discovery in depth.

PART 3 - August 25

Presentation Principles, KISS, Features and Benefits & Involvement - FBI selling ©, Preparing the Complete Presentation.

PART 4 - September 1

ACT 2 = Demonstration, the power of The Model, Go to the light, Feel, Felt, Founds, Transfer Ownership, Go to the Light, Choices = Commitments = Closing, Close as You Go, Narrow Down to One of a Kind.

PART 5 - September 8

ACT 3 = Closing, Developing Your Closing Voice and Persona, Top Ten Closes +, Managing Objections, Create Your Destiny. PLUS: Graduation Ceremony with personalized certificate and Help Me Help You/Evaluation/Feedback, & Action Plans



**New Home Sales +
Virtual Academy**

PROGRAM INVESTMENT

Please fill in and email to Roland at Roland@newhomesalesplus.com

Builder Name _____

Builder Contact _____

Email _____

Mobile _____

Investment for all five Three Hour Modules (Please check number of attendees)

3 sales people = \$3,250 _____

2 Sales People = \$2,475 _____

1 Salesperson = \$1,725 _____

Investment will be paid no later than January 15 2023. An invoice will be sent, and the Builder may either pay with a check, direct deposit ACH or via credit card.

Builder Date

New Home Sales Plus Date

Names of Attendees (Please submit so we can invite attendees to programs and email graduation certificates)

Attendee 1 _____
Name Email

Attendee 2 _____
Name Email

Attendee 3 _____
Name Email



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