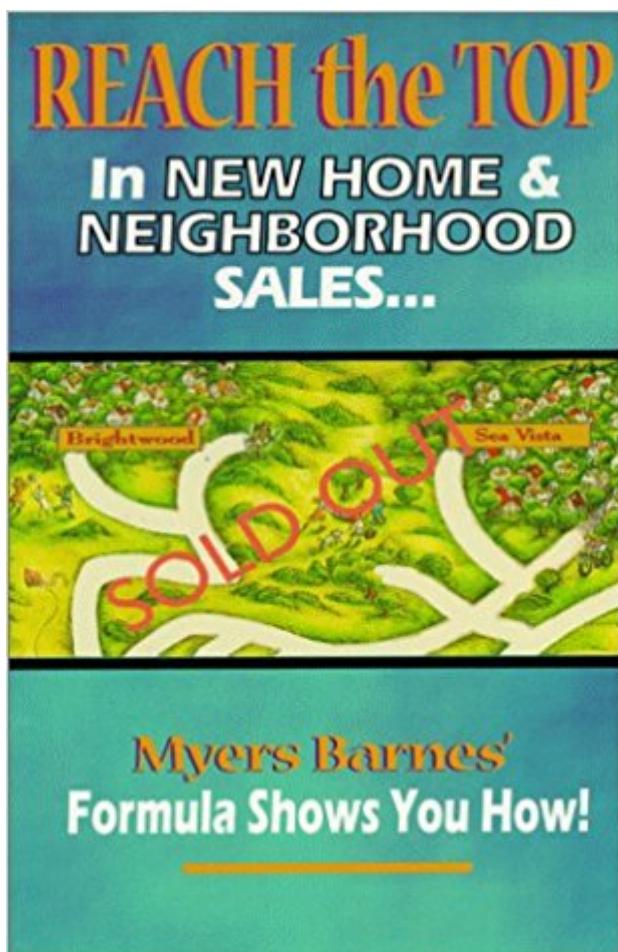


The book was found

Reach The Top In New Home & Neighborhood Sales: Myers Barnes' Formula Shows You How!



Synopsis

Real Estate selling "on site" in an amenitized community, representing the builder and the developer is unique, rewarding and profitable...if you have a system for success. Now, you can master the strategies used by renowned sales stars with this paint-by-numbers process; custom designed to position home builders, sales professionals and developers with the insight to reach today's purchaser. If you sell new homes, planned neighborhoods, resort real estate, home building, development, or more, this book will enable you and your team to master the on site sales process with "cutting edge" information previously available only through expensive seminars and corporate training.

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Customer Reviews

"When you apply what he teaches, you will have no alternative but to become better at what you do." --Bob Schultz, New Home Specialist, Inc."Myers Barnes is the pro's pro... substantive, credible, professional. Highly recommended." --Nido Qubein, Creative Services, Inc."Myers Barnes provides the practical knowledge of the sales process that will absolutely increase your sales of homes and homesites." --Tom Miller, Vice President, Weyerhauser Real Estate

Myers Barnes is regarded as one of America's top professional speakers and seminar leaders. Driven by the virtues of personal development and excellence, his impact in the fields of human potential and sales achievement has been far reaching. As a licensed general contractor and broker, Myers has and continues to "walk the talk." He climbed the ladder from sales person to sales manager to Vice President of Sales for a real estate development company. Today his hobby

is his vocation. Myers teaches countless people every year how to reach their own extraordinary potential by mastering the art of New Home and Neighborhood Sales through his seminars, training programs, and personal consulting. In addition to this book, Myers is also the acclaimed author of *Closing Strong: The Super Sales Handbook* and the audio and video training tapes, *Follow-up*. As a noted author, Myers has produced articles for many of the nation's top sales-related magazines and trade publications. He maintains an active position on the Executive Advisory Board for The Fisher Institute for Professional Selling, University of Akron, Ohio.

Not at all what I needed. I wanted sales techniques for new home sales. Same ole stuff.

This book is like a bible to me. I just need to talk my builder into implementing some of these techniques in our model/sales office. This is just what any New Homes Agent needs in order to create new business and keep it coming!

Best book ever written for new home sales. I require that every person that I hire has to read it.

One of the best books ever written on new home sales.

I have been in New home sales for the last year. I have been fortunate but I know that in this business the key is to stay on top. This business always has something new you can learn, skills to be polished up on, or even new tactics to be learned since we are dealing with more educated buyers now a days. This book is very easy to read, to refer back to in the future and covers multiple aspects of the job. I use the book to learn things I never would have thought since I am new in the business, and to come up with alternative resolutions for situations I have encountered. It is exciting when you are hesitant to say some of things you read but try it and they actually work. This is one book that was definitely worth buying and filled with a lot of informative information.

For anyone interested in new home sales this book in a goldmine. It is easy to read, easy to understand, and result oriented. Each chapter is a treasure chest of information. Collectively, these chapters map out a strategy that every one in new home sales should carefully examine.

This book was recommended by several successful homebuilders for their staff. I found it to be on-target for giving positive replies to negative comments by concerned, nervous or worried

customers. This should help new and experienced salespersons and boost confidence.

I ordered this book used, and it came to me in brand-new condition. The shipping was also prompt. This is my first time ordering from , but it will certainly not be my last!

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