

Certified New Home Sales Professional (CSP)

Instructor: **Chuck Miller**

GMB CGB CGR CAPS CGP MIRM CMP MCSP CSP

The purpose of this course is to develop and build the skills, knowledge, and attitude (mindset) necessary to maximize salesperson performance. By completing this course, new home sales professionals should be able to effectively establish credibility, identify prospect needs and dominant buying motivation, present home features and benefits, address customer questions and concerns, close the sale, and follow up. Topics include skill sets of the professional sales person, the customer's decision-making process, construction terms and blueprints, construction process, and a step-by-step overview of the sales process.

As a graduate of this course, you will be able to:

- Describe the evolution and skill sets of a new home sales professional.
- Use the customers' decision-making process, personality dimensions, and communication styles to tailor their sales presentations for an increased closing ratio.
- Identify techniques for using the Internet as a communication and marketing tool.
- Define basic construction terms and identify home features on construction plans.
- Describe the homebuilding process.
- Identify financing options for new home buyers.
- Identify legal considerations relating to new home sales.
- Describe the phases of the sales process.
- Identify tactics to earn trust, identify needs, present home options, overcome objections, close, and service the sale.

NAHB Designation Credit:
CSP, Master CSP

NAHB Continuing Education Credit:

CAPS, CGA, CGB, CGP, CGR, CMP, GMB, GMR, MIRM

REALTOR Continuing Education Credit:

Approved for 21 hours of continuing education credit by the Idaho Real Estate Commission.



Sponsored by the

Building Contractors Association of SW Idaho
6206 N Discovery Way
Suite A

Boise, Idaho 83713



Additional Information

This course consists of three (3) Modules taught on three (3) consecutive Wednesdays.

March 7, 2018 8:00 am - 5:00 pm
Module 1: The Art and Science of Selling

March 14, 2018 8:00 am - 5:00 pm
Module 2: Understanding New Home Construction

March 21, 2018 8:00 am - 5:00 pm
Module 3: Selling Skills For New Home Sales Professionals

You must attend all three (3) Modules to receive credit for the course.



To Register

By Phone
(208) 377-3550

By FAX
(208) 377-3553

By Mail
6206 N Discovery Way
Suite A
Boise, ID 83713

Registration Information

(one form per attendee)

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE _____

FAX _____

EMAIL ADDRESS _____

It is our policy not to share or sell our email addresses.

Fees and Payment

- NAHB Member \$375
- Sales and Marketing Council Member \$300
- Non-Member \$475
- Check made payable to: BCASWI
- MasterCard Visa Discover Card

CREDIT CARD NUMBER _____

EXP DATE _____

CSV NUMBER _____

NAME ON CARD _____

SIGNATURE _____

Cancellation Policy

Registration is refundable if cancelled up to five (5) business days prior to the first day of the course.