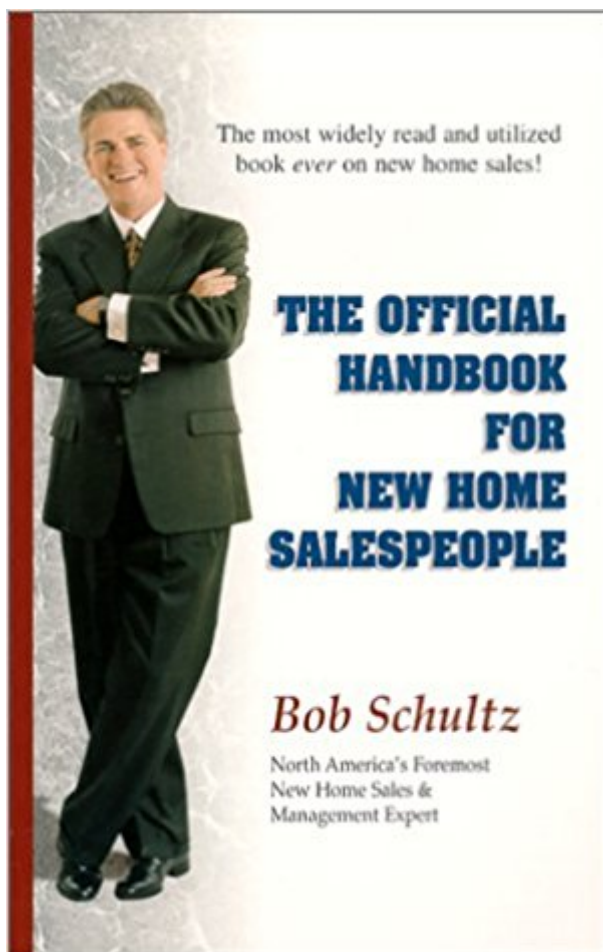


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The Official Handbook For New Home Salespeople



Synopsis

The most widely read and utilized book ever on new home sales. Now in its fifth printing, this is a multi-dimensional systems approach for sales professionals. It details the skills that are required to master the new home sales process.

Book Information

Paperback: 148 pages

Publisher: New Home Specialist Inc. (January 15, 1990)

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Average Customer Review: 2.8 out of 5 stars 9 customer reviews

Best Sellers Rank: #797,080 in Books (See Top 100 in Books) #145 in [Books > Business & Money > Real Estate > Sales](#) #685 in [Books > Business & Money > Real Estate > Buying & Selling Homes](#) #2005 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

Customer Reviews

"Bob Schultz is easily the most professional and knowledgeable person on teaching new home sales..." -- Brian Tracy, renowned lecturer and sales trainer
"I encourage you to listen to what he has to say and put his techniques and principles into practice..." -- Zig Ziglar, world-renowned motivational speaker

Bob Schultz is North America's foremost new home sales and management expert, having over three decades of success and practical experience in residential real estate and new home sales. Schultz began his real estate career in 1965, starting in general real estate brokerage, three years later entering new home sales with the Behring Corporation, at that time Florida's largest homebuilder. California-based Leadership Housing acquired Behring, and in just four years, Schultz rose to Sales Manager, to Vice President of Marketing, and then to Executive Vice President and Chief Operating Officer of the firm's subsidiary, Leadership Realty & Management, Inc. He created and led the sales programs for 11 company-owned communities throughout Florida, as well as an exclusive resale program for all of Leadership's neighborhoods. Bob was selected for those corporate positions out of more than 60 sales associates after he proved to be the company's most

consistent sales performer for two consecutive years. Because of his proven success amidst the economic turbulence of the mid-70s, he was recruited to Multicon, Inc., at the time, Floridas leading developer of waterfront condominium communities. There he served as Executive Vice President of the parent company and simultaneously as President and Chief Operating Officer of its sales and marketing subsidiary, Multicon of Florida Sales Corporation. In those positions, he functioned and was involved with financial projections, land acquisition, joint ventures, condominium association creation and management, and had sole responsibility for the marketing, pricing and sales management of 12 Multicon-owned communities. In addition, he managed residential projects for REITs, lending institutions, joint ventures and other developers throughout Florida. Today, he heads New Home Specialist, Inc., a company he formed in 1984. Among their resources, Schultz and his associate facilitators conduct more than 300 custom sales and management training seminars and workshops to thousands of salespeople, builders, developers, Realtors and housing manufacturers throughout North America each year. Additionally, they publish solution-oriented books, audio and video learning programs and management systems.

book might be ok, but the place shipped me a book that had previously had a cup of coffee spilled on it, filthy and disgusting condition, never even opened it.

This book was in terrible shape when I received it. As soon as I opened it to read it, pages fell out of the binding.

I must say, this is one of the greatest step by step books I have ever read. All along the sales process you walk us through what to say and at times more importantly what not to say. You offer one who is new to the new home sales arena a complete step by step procedure. As for the "experienced" rep this is a great refresher. Mr. Schultz this is incredible. Thank you :)

I run a staff of new home sales people, and did use a couple of the exerceises from this book with my team. The down side was that I took good ones from the first portion of the book, before the content became basic filler from every other basic business book ever written. Would be better suited to people new to any industry - the ones who are really green and looking for info on how to get started.

This book is an essential for any person in the New Home Sales market. No matter if you are new to

the business or a decade- plus verteran, this practical and direct approach to new home sales (when followed to the "T") will guarantee extraordinary results!

Excellent advice! I have used this book for reference and training. The best of it's kind out there!

The book is well written and easy to follow, but it is relatively generic. I believe it to be a little over priced for its content.

This book is extremely basic and can be read in about an hour. Hardly worth the price for a 139 page paper back.

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