

10 Steps to Every Sale

These steps have been a proven method for success for over 30 years. Each step has a specific purpose and is designed to create a specific outcome. Use these as a guideline to develop your own unique sales presentation. Your presentation must match your personality and fit your own specific selling style.

Always Remember – People don't like to be sold, but they LOVE to buy. Good Luck!

1. **GREETING** – Meet and greet the customer with a smile on your face. Good Attitude is the key!
2. **WARM-UP** – Make a friend. You have no right to sell anything to the customer before earning their trust. People only buy from people they like or are friends with.
3. **SURVEY** – This is better called the Discovery. Find the Hot Buttons that will sell each tour. Not only do you find out their buying motives, but find out any potential objections. Structure your presentation to key in on Hot Buttons, and close any objections before they are brought up.
4. **LETTER/GIFT** – Every tour comes in with the purpose of getting their FREE gifts. You must put their mind at ease, and let them know they will receive EVERYTHING they were promised after the presentation. On Dealer Tours the [LIMITED 1 year Membership] they were promised is the most important piece to cover. Turn it into a positive (discount given today), and not something they believe they can try out for a year before joining us.
5. **BREAK-THE-PACT** – “Pact” being the promise they made to each other NOT to buy anything today. If this is not done properly you will hear “I want to think about it” on the back and every time. This may have to be done several times. IT IS CRUCIAL THIS IS DONE CORRECTLY EVERY TIME.
6. **CONCEPT** – Expand on the same 4 points every time. Private, Secure, Clean Resorts. Activities & Amenities. Guaranteed Affordable Vacations. Pride of Ownership. This is where the membership is sold. Use 3rd party stories to sell each point.
7. **HOME PARK SYSTEM/OCEAN CANYON PROPERTIES** – [OCP] Company Credibility, vision, and future direction. Explain any “nuts & bolts” of home park usage. [365 day usage, 14/7 rule, kids use, rental accommodations, golden legacy, yearly dues, etc.]
8. **AFFILIATE USE**– Go through affiliate membership usage.
9. **PROPERTY TOUR** – “Sell the sizzle, not the steak.” Use 3rd party stories to put customers into the picture. Go to show the cottage very last. Show [OCP] video. Give FREE Week every year in cottages away inside model unit. “Other than the money...is there any other reason you folks would not want to become a part of this today?”
10. **CLOSE/TURN-OVER** – Bring tour back inside, review pricing and Today vs. Anytime (first day discounts). Go over bonuses. Call over manager to show them how easy it is to get involved! Turn the same way each time. “Manager, this is Mr. & Mrs. Jones. They love our membership, see how it would benefit their family (give examples) and would definitely use it if they owned it...they may even like me (HA HA)! If you could help make it affordable for them, I think we would have new members today.” Then Shut-Up and let the manager close the deal.