



The Management Guide for

BUILDING KNOWLEDGE SESSION

The Custom Builder & Remodeler's Guide to
Creating Raving Fans

JANUARY 20, 2016 || 10 – 11:00 AM

Presenter(s):

Tom Stephani || *Custom Construction Concepts, Crystal Lake, IL*
Rick Storlie || *New Home Sales Coach., Burnsville, MN*
Beverly Koehn || *Beverly Koehn & Associates, San Antonio, TX*

Management Plan Contents

<i>Overview</i>	3
<i>Sustainable Sale</i> Rick Storlie	4
<i>Raving Fan Leads</i> Rick Storlie	5
<i>Raving Fan Prospects</i> Rick Storlie	9
<i>Raving Fan Buyers</i> Beverly Koehn	11
<i>Raving Fan Referral Plan</i> Rick Storlie & Beverly Koehn	15

Additional Resources

[Download the slides for the original program](#)

[Raving Fans by Ken Blanchard & Sheldon Bowles](#)

[Evolved Enterprise by Yanik Silver](#) Warning! This is a sales page and you will be asked to buy a product besides the book. Just scroll through the pages and decline the offer (unless you want to buy!) and just pay the shipping to get the book :-)

Overview

What's your Big Why?

Why do you do what you do? We all got into the housing business for one reason or another. Why have you stayed in it?

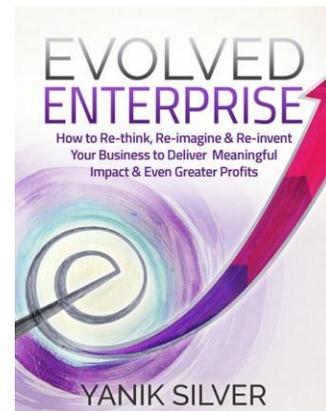
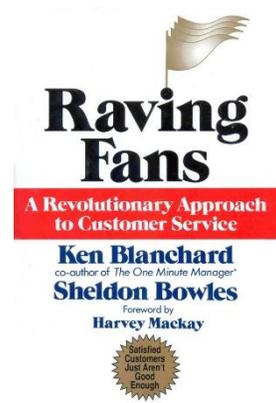
Answering this one question is imperative to putting together a plan that will attract and create customers who go out of their way to refer people to you. In 1993 Ken Blanchard and Sheldon Bowles wrote a book called, *Raving Fans- A Revolutionary Approach to Customer Service*. In the book they identified the three secrets to creating Raving Fans...

1. Decide what you want (what's your Big Why)
2. Discover what the customer wants
3. Deliver plus one (%)

Today custom builders and remodelers are redefining themselves (and creating Raving Fans in the process) through community outreach projects. It's the evolution of the Raving Fan experience and in the pages to follow we hope to help you create a plan to becoming a Raving Fan builder.

Enjoy!

Rick Storlie



Sustainable Sale

By Rick Storlie, New Home Sales Coach

Sustainable= able to last or continue for a long time

What's your legacy in the housing industry? Maybe you've never thought about that question but your buyers sure have! All of us want to build a business that stands the test of time. Let me share a definition of what makes the best local builders sustainable.

A Sustainable Sale is comprised of four things:

1. You enjoy working with your buyers and your buyers enjoy working with you.
2. The sale delivers good to great profit levels.
3. Your homes and/or remodeling projects have Maximum Value Perception (MVP) to your prospects.
4. Your "story" or big why is tied to giving back for the greater good in your local community, the country and the world. In other words you, your employees and customers rally around a greater cause than just building a home.



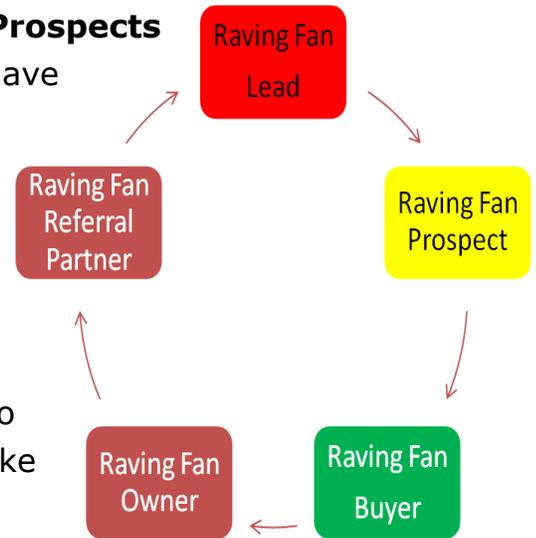
Raving fans want more than a transaction. They want to feel invested in your company. There's no better way to tell your story and attract raving fan referrals than building a company that champions the greater good. That's a story your customers want to be a part of!

Raving Fan Leads

By Rick Storlie, New Home Sales Coach

This is how the cycle works. **Raving Fan Leads** follow your blog, social media and attend events. **Raving Fan Prospects** are your future buyers. **Raving Fan Buyers** have intimate relationships with your company through the build process. **Raving Fan Owners** go out of their way to refer you, so invested they feel like a partner, and send you a raving fan lead.

It all starts with a lead- a simple opportunity to build or remodel a home for someone. Let's take a closer look at what Raving Fan Leads are looking for.



Your Story

1. Do you have a compelling story that ties you to your local communities?
2. Are you a company *transforming* your community or simply taking up space making *transactions*?
3. Do you have a clear Unique Selling Proposition (USP) that clearly differentiates you from your competitors?
4. Are you relevant to your target market (i.e. Tarket)?

Online Must Have Information

If you have an About Us, Testimonial and/or Process pages on your website that's great! The not so great part is most leads don't look at them. So, make sure you have the following content easily accessible on your site to make yourself relevant.

Here's a good example of an About Us page <http://pratthomes.com/about/> . Notice testimonials and their USP is incorporated into the content. This page can easily be linked to the most relevant online pages listed below.

Photos: The more the better. Photos should be professional and categorized in one of three ways:

Area of home

Example <http://homesbymorningstar.com/photos/>

Floor plan

Example <http://rivervalleycommonsmn.com/photos/>

Neighborhood

Example <http://lancasterconstructionllc.com/photo-gallery-3/>

Floor Plans

If you're a home builder floor plans are where it's at. Custom builders take note- seeing is believing! "Protecting" your plans from your competitors as the reason not to display them on your website is a recipe for disaster. If a lead doesn't find floor plans, they scratch you off the list and move on!

Here's a nice example of a searchable design library <http://www.powellrenovations.com/floor-plans>.

Pricing Information

'What's that you say? Prices on my website? No way!'

Ok calm down, it's not what you think. If you want to be relevant to Raving Fan Leads you have to give them what they want. Simply put, they want to know...

...what they can build (photos/plans)

...where they can build it (locations)

...and how much it'll cost (pricing)

Of course, until a plan is designed, a location picked and selections completed it's impossible to provide a price. But don't let that stop you from letting them ask!

Here's a couple of examples of how to do it:

Remodeling

<http://collegedesignbuild.com/remodeling/remodeling-kitchens/>

New Homes <http://lancasterconstructionllc.com/elm-floor-2>

Locations or Service Area

If you build in specific neighborhoods it's pretty obvious you'll create a web page to showcase it like this example

<http://www.ronterryconstruction.com/locations/>. What's not so obvious is if you build on scattered lots and have a service area. You still need to confirm where you'll build so a lead doesn't discount you because they think you're too far away.

Here's a great example of how to set up a service area page for a home builder <http://homesbymorningstar.com/locations/> and here's an example for a remodeler <http://prattremodeling.com/service-map/>.

Social Media

Facebook and Houzz are probably the two best social media platforms for our industry. The top content is...

1. Job Progress photos
2. Design element photos (completed projects)
3. New product photos

Here's a good example of a Facebook page

<https://www.facebook.com/sanctuaryhomes/timeline>

Nice example of a Houzz page

<http://www.houzz.com/pro/morningstarbuilders/morning-star-builders-ltd>

Incorporating the Houzz review widget and badges on your website also makes you relevant to Raving Fan Leads!

Email Must Do's

A Raving Fan Lead rarely calls. Instead, they want to start a one way conversation with you by using you as a resource. That's why great content makes you relevant- you have what they're looking for!

Once they "opt-in" to the relationship- they give you permission to follow-up with them based on you giving them something they want (see the previous website examples of how this works), now it's time to follow-up. More often than not, you'll follow-up via email.

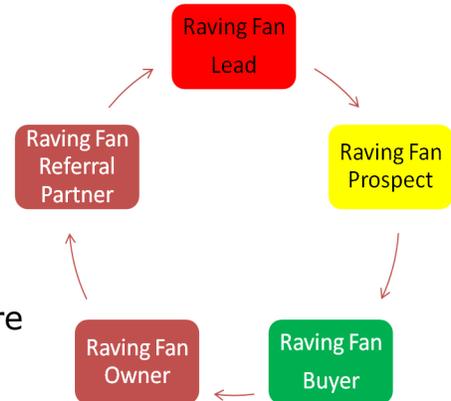
1. Educate, don't sell. Help them make a decision on what to do by educating them.
2. Email often in the first 30 days. That's when they're most likely to respond and start a conversation. After that email them once a week.
3. Always bring them back to your website.
4. Always offer to help.

Raving Fan Prospects

By Rick Storlie, New Home Sales Coach

Define the Experience

Once you've entered into a consistent two-way conversation with a lead, they're now a prospect! Raving Fan prospects already like and trust you. Now they need to confirm you're the right choice.



Here's some key areas you'll need to take a look at if you want to sell a Raving Fan Prospect...

1. Do you have clear sales milestones? Have you verbally and visually communicated those to your prospect?
2. Have you defined the experience your Raving Fan Prospect will enjoy at each milestone?
3. Are you a trusted advisor?

First Meeting

The first 20 minutes of your first meeting will make you or break you. The biggest mistake you'll make is jumping too quickly into the details of the project. Instead, take some time to better understand your prospect and position yourself as the correct choice.

1. Send an agenda ahead of time
2. Create memory points in the meeting
3. Use visuals in your presentation that confirm the value of your services

Deposits

Raving Fan Prospects don't have a problem paying for plan design, pricing, selections or homesite feasibility report. In fact, they expect to pay for these things! Help them take ownership of their new home or remodeling project by getting a deposit by the second meeting.

Scope Creep (don't do it!)

Nothing will drive away a Raving Fan Prospect faster than poor communication in the design/selection phase leading to scope creep. Raving Fan Prospects expect you to be their trusted advisor and guide them through the mine field of staying on budget. Here's what you need to do to provide a great experience...

1. Establish & agree upon a baseline which includes a preliminary plan, specifications and budget.
2. Set expectations of what can happen during this process (budgets get pushed and revisions are made to get to the final project).
3. Use project management software like <http://global.co-construct.com/> or <https://www.buildertrend.com/>. Funny note, both of these companies claim to be "#1" on their home page!
4. Anytime your Raving Fan Prospect deviates from the baseline that causes a change in price, they must be notified. Don't wait to give them updates after multiple plan and/or selection changes.

Raving Fan Buyers

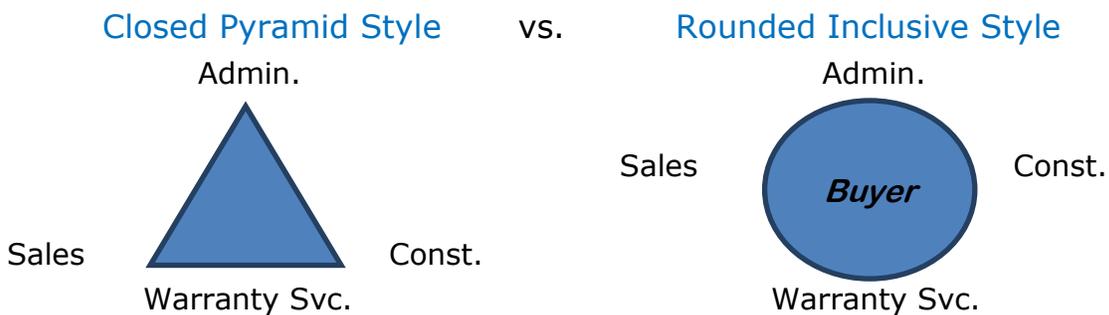
By Beverly Koehn, Beverly Koehn Inc.

Understand it's a roller coaster ride!

Sometimes we become so entrenched in our systems and processes we forget that it's all about the **experience** for the buyer.

Creating a great experience begins with having the right company DNA – one that includes the buyer and their feelings throughout the experience.

For example:



The Buyer has no inclusion in the **Pyramid**. And because each department has a stands-off mentality with the other departments, no one has a consistent message. You can't deliver consistent quality if your internal customers never talk to one another.

The Buyer is the center in the Rounded Inclusive Style. Every department and every person who touches the experience has the Buyer in focus. They all want the same thing. A great product delivered with a great experience.

Make the ride enjoyable.

Discover their real expectations first. Beginning with assumptions and guesses is a recipe for failure.

For instance, what is their perception of “quality.” My guess is that it’s quite different from yours. Make sure you know how they will be measuring it.

There is no possibility of alignment at the end. You’re either in sync throughout the buying and building process or you’re not.

Become crystal clear and completely transparent.

Don’t make them guess what you’re doing and why you’re doing it that way.

Know your offerings and define your process effectively.

Make sure everyone knows the Who, What, When, Where, and Why of each of your steps.

Also, make sure the Buyer knows where they fit in each stage of the process. What are they responsible for? When are they responsible for it? Where do they go to make decisions and where do they deliver their answers? Provide them template maps to follow. Don’t make them guess what’s going on. Make sure they stay on track and are always aware of what’s expected of them.

Build the right teams and monitor and train them effectively.

You are only as strong as the weakest link in your chain. And your chain includes your trades and vendors.

Make sure you hire slowly and fire rapidly if you discover you have the wrong people on your team. Also remember to hire for attitude first and skill level second. You can’t change a bad attitude but you can enhance and improve skill level. Look for individuals who are willing to go the extra degree.

Set your teams up for success by constantly providing them training. Remember, most construction oriented individuals have had very little customer service or communications training.

Keep the process moving forward at all times by following through not following up.

There's a huge difference between following through on a commitment and simply following up. Following through takes the task to finality. There is no question whether it's done or not.

Remember: Poor or incomplete communications is the number one cause of customer dissatisfaction.

Make every encounter count.

Each time you communicate with a customer or touch the process in any way, you have a new opportunity to reinforce your goodwill. Sometimes we get so focused on following the plans that we forget we're building a home for a family.

Always be thankful.

Without our customers there would be no need for the products and services we are providing them. They are not our work; they are the reason we have the privilege of being in the business.

Don't guess or make assumptions.

If you don't know, ask. Remember everyone sees things from their own lenses.

Don't blame others or make excuses.

The Buyer doesn't care. He/she simply wants someone to deliver what was expected. Blaming others and making excuses only makes everyone in the process look bad.

Take responsibility. When something goes wrong, take immediate corrective action, regardless of whose fault it was.

Never stop training your troops, including your trades.

The minute training stops progress stops.

Training topics:

- Construction quality
- **Communication skills**
- Time management
- Negotiating skills
- **Dispute resolution**
- **Etiquette including job site protocol**
- **Documentation and follow through**

Never treat them as numbers.

Regardless of how many buyers you are building for at any one time, each one is an individual and deserves to be treated as such. This includes remembering their names and uniqueness.

Never forget who brought you to the dance!

The minute you start treating your buyers as past buyers, the value quotient diminishes. Out of sight; out of mind.

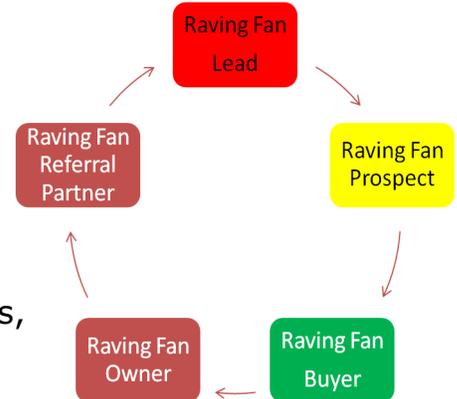
Remember: These are your future referrals.

Raving Fan Referral Plan

By Rick Storlie, New Home Sales Coach & Beverly Koehn, Beverly Koehn, Inc.

Designing a Rewards Program

Why is it that nearly every industry *except* housing has a rewards program? What is it airlines, satellite TV, gas stations, grocery stores, auto manufacturers know that we builders don't?



What they know is a *Rewards Program* is the best way to stay top of mind with their customers. They've tuned into their customers favorite station, WII-FM (what's in it for me!). You can do the same- here's how...

Best Practices

Tie your program into your marketing campaign and company story. Here's some ideas...

- a. **Open house**- provide a reward to any client that allows you to show their project. If the open house generates a new lead that buys, you provide a reward to your client!
- b. **Friends & Family**- offer to host a friends and family house warming for your clients in their new home or remodeled space. If one of their sphere buys from you, you give a reward to your client.
- c. **Social media**- get permission to showcase the production period of your client over Facebook, YouTube, Instagram and Pinterest. Encourage them to share the updates with their sphere. Reward your client with any new leads that buy (*note: you'll need special tracking software to do this. Contact Rick for details.*)

- d. **Refer one/Give one**- Every time you receive a referral make a donation to a local charity in the referrer's name. Put a giving tree on your website chronicling the donations and the referrer (first names and last name initial only). Share stories of the referrals and impact of your donations on your blog, social media, email newsletters and press releases.

Reward Ideas

Here's five ideas on how to structure your rewards for anyone that sends you a lead that buys...

- a. **Refer one/Give one** (see above)

- b. **Cash**- simple and effective though a shorter shelf life and not as meaningful as Refer one Give one. Make sure you check your local laws.



Normally if the reward comes from the building company and not a real estate licensee, you're golden.

- c. **Dining or local business gift cards**- support other local business in the community through gift cards. Often the local business will help you cross promote!
- d. **Remodeling coupon**- Give a coupon to the referrer for money towards a future remodeling project. This works great for clients that do a new project every couple of years.
- e. **Vacation**- Give away a trip! Provide an annual drawing for any person that sends a lead your way. Do the drawing at an end of year client appreciation party.

Don't forget to reward the person getting referred with an incentive on their project.

Promoting your Rewards Program

It's always difficult to ask for a referral because it feels like you're the only one getting the benefit. Not so with a Rewards Program- everybody wins! Here's five ideas on how to promote it...

- a. **Online**- Your website and Facebook page should have a link for anyone to sign up to your program (excluding Realtors. They should have their own program). Example
http://www.ubixmar.com/dynamicSurvey.jsp?acdname=PH_RRM_10Buyer_10Registration_35OptInLink_P&curid=152450
- b. **Purchase Agreement**- Introduce all your buyers when they're signing on the dotted line. Example
http://www.ubixmar.com/dynamicSurvey.jsp?curid=152450&acdname=PH_RRM_10Buyer_10Registration_10Invitation_P&altid=&lpaid=215530
- c. **Surveys**- Ask for feedback on your sales, design, construction and warranty processes via surveys. Tie any completed surveys into bonus rewards (increase the reward when they bring you a buyer). Example
http://www.ubixmar.com/dynamicSurvey.jsp?curid=236106&acdname=PH_RRM_10Buyer_20Feedback_20SalesProcess_P&altid=&lpaid=194198
- d. **Extend your Warranty Period**- Add another year to your workmanship warranty to stay in front of your owners longer!
- e. **Online Reviews**- Similar to internal surveys, provide bonus rewards for any client that gives you an online review.
- f. **Customer Appreciation Events**- I recommend two per year. Recognize clients that have sent you referrals, invite your charity partner to talk about the impact of your donations and give out prizes to attendees.

There's lots of other ideas to stay top of mind after the sale is complete....

- a. Send out holiday greetings on nontraditional holidays (e.g. Thanksgiving, St. Patrick's Day, etc.)
- b. Get the birthdays of your clients family. Send a card for each birthday.
- c. Send out an anniversary card each year the project has been completed.
- d. Host a golf tournament with your charity partner(s) as a fundraiser. Invite all your owners.

About Rick Storlie

Rick Storlie has been helping home builders and remodelers automate and improve their sales process since 1992. Home builders and remodelers around the world subscribe to his **five-step Functional Sales System Powered by Ubig Web Marketing Automation (FSS)**. Rick's FSS includes:

- Automated online & referral Lead Generation.
- Automated Value Creation so you don't have to fight price wars.
- Automated Lead Filtering so you don't waste time on tire kickers.
- Ongoing Sales Coaching to convert more prospects into buyers.
- Management Metrics to determine sales performance & ROI.



WEB MARKETING AUTOMATION
POWERED BY **UBIX**

Rick Storlie's
DESIGN BUILD
ONLINE ACADEMY

LEAD GENERATION • VALUE CREATION
SALES COACHING • MANAGEMENT

For more information or to see a demo of Rick's FSS, Online Academy or to talk to Rick about managing your marketing & sales visit <http://www.nhsalescoach.com/> or call/email 952-895-5566; Coach@NHSalesCoach.com.

About Beverly Koehn

Beverly Koehn is certainly no new face to the homebuilding industry. She has spent the past 25 years helping builders, remodelers, developers and industry trades improve sales performance, and most importantly, drive customer loyalty.

Her best-selling book, "***Loyalty is Love: How to Hold Clients Close for Life***" has been embraced by thousands. Her philosophy is simple: Create an unbelievably enjoyable experience for the customer by creating and delivering touchpoints that simply wow them. This can only be done by having this philosophy as part of your company DNA, and then living that philosophy each and every step of the way.

For more information on Beverly, please contact her at 210.241.3445 or email her at Beverly@bkoehn.com.

