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New Book from NAHB Gives Sales Professionals Tools to Sell Homes in a Slow Market

Posted By [susanne](#) On July 9, 2009 @ 2:44 pm In [Product News](#) | [Comments Disabled](#)

RISMEDIA, July 10, 2009-In today's challenging housing market, a sales manager's state of mind can make all the difference on whether or not a sale is made. BuilderBooks, the publishing arm for the National Association of Home Builders (NAHB), has responded to this challenge in its newest release, Think Sold! Creating Home Sales in Any Market.

Author Tammy Lynch shares her more than 20 years of sales experience and provides practical strategies for not only engaging customers, but for overcoming internal roadblocks to success. Think Sold! Creating Home Sales in Any Market is a practical, how-to guide for developing the self-awareness, knowledge and skills needed to succeed in the competitive field of new home sales. This book teaches readers how to:

- Approach sales and life, from a position of optimism that will create successful outcomes
- Better understand the buying and selling processes
- Improve upon potential customer prospecting and follow-up skills
- Communicate effectively with various types of buyers and learn how to adjust communication strategies to increase rapport and alignment with buyers' motives

"Particularly in a slower market, builders and sales professionals can really benefit from the skills taught in this book," said NAHB Chairman Joe Robson, a home builder from Tulsa, Okla. "Readers will come away with a better understanding of how to reach consumers and improve upon their own sales and marketing practices to make sales in any market."

The book covers everything from the home buying process and new home financing to strategies for making better sales presentations and sizing up the competition. Tammy Lynch explains how to overcome customers' concerns and provides specific examples of how to explain the benefits of new home features in customer-friendly language. Think Sold! includes tools to help new home sales professionals practice and polish their presentations and demonstrations.

Tammy Lynch, CSP, CMP, MIRM, is a real estate broker, consultant, and owner of Lynch Consulting Inc./Results Source. A certified principal instructor for the NAHB University of Housing, she has won many awards for her achievements in the home building industry. The author has donated her royalties from first-year sales to Future Builders of America®, a nonprofit workforce development and student leadership program.

For more information, visit www.BuilderBooks.com ^[1] or call 800-223-2665.

RISMedia welcomes your questions and comments. Send your e-mail to: realestatemagazinefeedback@rismedia.com ^[2].

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