

# Joe Colletti

Home Builder & Developer Sales Specialist  
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## Sample Training Programs

Joe's programs are available as keynote, half day, full day or series of engagements. Programs are customized to the client and area of business.

### **Get results: Turn Talent into Performance** Eleven Principals for Outstanding Sales Success

1. Always sell buyer motivations, not product specifications.
2. Be pro-active, not re-active, in your selling.
3. Earn the right to close with trust and confidence.
4. Active listening creates effective selling!
5. There is a proven Presentation Sequence – when you follow it you increase your chances of winning!
6. Community Life Style analysis and sell
7. Closing is a process, not a point in time! Qualifying and closing are twin skills.
8. Every qualified prospect deserves consistent follow-up until his or her housing needs are met!
9. Prospecting is a critical event in your daily sales activities.
10. Focus on developing Positive Habits.
11. Attitudes are contagious – are yours worth catching?

### **Body Language - Sell more by understanding how to spot the messages and emotions your customer is really sending**

As important, as it is to learn about the different personality profiles to assist you in becoming a better closer. It is just as important to learn how to use Body Language to your Advantage in Business. You need to recognize and interpret the messages and emotions sent by your prospect. Understand what their eyes are really saying. These additional pieces address the interplay between body language and emotion, how to use gestures and posture as tools in business and personal relationships, and remain inscrutable by controlling how and when your own body language leaks emotions.

### **10 Habit Modifications Necessary to Convert Today's Traffic**

It is important for all on-site salespeople to understand the Habit Modifications to succeed in a changing market. A large number of on-site salespeople have been successful in one of the best Real Estate Markets in history. Now its time to perform and show your abilities in a market that is no longer the Hottest in history. My Habit Modifications will show all levels of salespeople how they can perfect their performance and succeed.

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## **The Presentation Sequence - Your Flow to Success**

Create a NO LOSE sales presentation that works with all buyers

The Presentation Sequence – Flow to Success helps you create and deliver a more effective and customized sales presentation based on each buyer you are with. The most important part of the sales approach is your presentation, keeping on track, providing the necessary information and receiving the correct information at SPECIFIC POINTS and PLACES in time. Shorten the time between the Greeting Sequence and the Closing Sequence and the result is more Sales. The Presentation Sequence is designed to augment your sales teams existing presentation for more results.

## **It's the End of the Information Age, How to Sell in a Soft Market**

When market conditions soften, two types of salespeople will surface. The salesperson that understands the change in the market and adjusts how they will perform. The other salesperson will recognize the change in the market and continue to perform as if it never happened and ultimately have poor performance. We no longer can succeed by providing information without using true sales/closing skills. This program will show the on-site professional how they can adjust for market conditions and still perform at a high level of success.

## **Knowing More, Selling More**

The term Life Style Selling is used a lot in our business, but what is Life Style Selling? It goes beyond the same two or three answers you will get if you asked your on-site sales team. Determine who is our current buyer, where is our buyers coming from, what do we have to sell and why should they buy from us. We will show what Life Style selling encompasses and how that determines your buyers true Purpose to Purchase.

## **Your First 7 seconds could be your last**

First impressions and initial contact have an impact on the sales process. The importance of the Greeting Sequence and the proper first meeting will make the difference. The First 7 seconds of your presentation could increase or decrease your sales production. Learn how to maximize your first 7 seconds to work for you.

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## **Overcoming Objections is a Cry for Help**

Take an objection and make it work for you, not against you. Don't get stressed when someone objects it is only a Cry for Help. Learn how to be prepared so an objection isn't a surprise, but a tool to help you close the sale.

## **Discover the Closing Power Within**

Working with sales people for over 30 years I discovered the Key Tie between being a top sales closer and those who want to be. The Key is "Empathy". We all have some level of empathy. Learning how to train your empathy will unlock your potential and increase your Closing Results.

## **Partnering for Profit**

How to increase Sales through Successful Broker Outreach

When you ask the question, what do you do as an on-site sales person to increase your General Brokerage participation? We normally receive the same answers no matter if we are in Utah or the Carolinas. This program will wake up the thoughts and give guaranteed ways to increase sales and profit.

## **Your Lifeline is Your Pipeline**

Why your Prospect Pipeline is so important, yet overlooked by many. Understanding the importance of your Lifeline, how it works and how you work it. Relying on your Prospect Pipeline will give you consistency in your Sales performance.

## **Today's Top Buyer Objections and How to Overcome Them!**

This program focuses on the top objections buyers are using in today's market. Be prepared in advance by understanding how to respond to these objections. The more prepared the better you will be at dealing with the reasons buyers will say, "We can not buy now".

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## **Get Motivated – Turn Up the Volume**

People have said you can't motivate someone, I disagree. To be successful at anything you need to have some level of motivation. In this program we will talk about the Key components of motivation. Learn how to use them to benefit your desires in life.

## **Discover the Three Components to the Close**

When you discover The Three components to the Close you will unlock the ability to control your direction to be a better closer. Understanding the Three Components will help focus on what will make the difference between closing a buyer and having a buyer.

## **How to sell from an Information or Central Sales location**

Selling from an Information or Central Sales location takes an understanding of the purpose and process as well as procedures and overall master planned knowledge. When and Where is vital, in delivering information as well as asking for information to help you "Guide People in the Right Direction to make the Right Decision".

## **Can you hear me know?**

This program is a spoof on the Verizon Wireless commercial. Communications is the bases of everything, and especially verbal communications. Learn how to communicate in such a way that the information you are providing and the information you are receiving is truly heard and understood.