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Tough Market New Home Sales



Synopsis

You have made great sales in a strong market but what about when the market is tough? Jeff Shore blazes a new trail for sales counselors with techniques designed specifically for the most difficult markets! More than just a survival guide, Tough Market New Home Sales provides revolutionary strategies for counselors who want to face challenges head-on and achieve thriving sales. Master the Critical Twelve Seconds of an encounter, learn how to create urgency in your customers, and radically redefine the process of closing. Tough Market is the most important, thorough, and innovative book on new home sales in the business. Make it a part of your success!

Book Information

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Customer Reviews

There is no one...NO ONE in our industry that understands sales in a tough market like Jeff Shore. He is the industry authority and our sales team relies on his message for a consistent competitive edge. --General William Lyon, Founder, Chairman & CEO, William Lyon Homes
There is no question, Jeff Shore is an authority on new home sales. Over the past eight years, our sales team has benefitted greatly from his expertise. --Larry A. Mizel, Founder, Chairman & CEO, MCD/Richmond American Homes

When it comes to new home sales in a tough market, no expert has more profound insight and irresistible enthusiasm than Jeff Shore. A self-proclaimed new home sales junkie, Jeff delivers quick-witted, hard-hitting seminars that electrify sales teams with passion, discipline, and relentless positivity. Jeff's fine-tuned sales technique and twenty years of experience make him the go-to guru for the most difficult markets. The former national sales director for Kaufman and Broad (now

KBHome), Jeff began his homebuilding career as a sales representative in Northern California in 1987. Thriving in a tough market, Jeff honed his craft as a salesperson and sold in excess of 500 homes. He quickly moved up to Vice President of Sales and Marketing for a 1000+ unit homebuilding division, where he oversaw a staff of 35. Later he served in a corporate position, creating training programs, coaching managers, and directing sales strategy. Today, ShoreSelect provides the best strategy and training services for homebuilding companies in the nation. His coast-to-coast seminars have garnered ecstatic reviews from sales counselors and managers, describing them as authentic, entertaining, inspiring, and compelling. Jeff is an acclaimed member of the National Speaker's Association and a regularly featured speaker at the Pacific Coast Builders Conference, the International Builders Show, and SMC's across the country. He has authored three books, including Outstanding Sales Meetings and Deal With It!: Mastering 21 Tough Sales Office Situations, which has sold more than 5,000 copies. His most recent book Tough Market New Home Sales is the indispensable guide for thriving in a challenging market.

Awesome. Jeff rules.

Great book and a must read if in New Home Sales!

Jeff Shore has his finger on the pulse on how to succeed in today's challenged real estate market

This book was a good source of information and had some very good pointers on strategies. Very informative, would recommend this book.

I originally read this book when it first came out in the late 2000's when we were all in a "tough market". It was just the boost I needed to get back to the basics. Since then I have read it time and again, I train to it and have made it the first read for all new hires. If you are a new home sales person or lead a team, you **MUST READ THIS BOOK!** As the market improves you will find that this book is still your go to for new home sales. Jeff takes the basic foundations of new home sales and makes it better. You will say, "I can do this, I will do this!" AND You will change someone's world.

Jeff Shore hit this one out of the park. He just thinks about things differently and writes them in a way that is both instructional and entertaining at the same time. His fresh perspective on selling new homes is exciting and real. I have all of his books on my book shelf and consider him the authority in

his field.

I have read this book several times now and have also had the pleasure of hearing Mr. Shore speak in person. He has written down the critical information every real estate sales professional needs right now to prosper in this "tough" market. This is not a book that teaches those old, tired closing lines, nor it is a volume of tactics to trick people into buying. Instead, the author provides a solid foundation of techniques that will allow any sales professional to better serve their customers and help "change their world". Love this book! If you sell real estate, order it now.

Jeff has taken many tried and true selling techniques and given them an updated twist. This book is written so you want to continue reading the next chapter; definitely an easy read, finally a book on sales techniques you can't wait to finish! Chapters are well defined, if you have a particular problem you can hone in on a specific chapter. Kudos to Jeff for another great tool for our sales offices!

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