

Customer In Process Analysis & Action Plan SystemSM

The Customer-in-Process (CIP) Analysis & Action Plan is an i-NHSS management and coaching system that:

- Reinforces the correct sales process – The Official New Home Sales Development SystemSM
- Empowers salespeople to appropriately rank their customers and understand where they are in the buying process
- Provides a coaching opportunity
- Develops a strategic plan of action to get a customer back one more time, and be prepared to make a decision.
- Generates sales

How It Works: Its human nature to evaluate people based on how you “feel” about them. Oftentimes, salespeople tend to rank prospective buyers this way, and the rankings affect how salespeople then do, or don’t Follow-Through[®] with prospects.

This CIP Analysis & Action Plan format is a detailed fill-in-the-blanks questionnaire that salespeople complete for each customer with whom they have conducted a presentation, and thinks that they are serious buyers, but have not yet purchased a home. This places focus on the process that will provide them the information they *really* need to know about their customers. How long have they been looking at new homes? Will they be selling their current home? Are they financially qualified? What are their needs and hidden fears? These are some of the things salespeople will learn by asking sequential, properly structured discovery questions (C.O.M.M.A.) during the customer’s initial visit.

This CIP Analysis & Action Plan provides a foundation from which salespeople will gather appropriate information, and helps them synthesize it to provide a clear picture of each buyer’s situation. The sales manager/coach and the salespeople can then use the information to create a clear action plan for Follow-Through[®] with the focus to bring that customer back one more with the goal of them purchasing. This provides a step-by-step plan of action with benchmarks for meaningful post-first-visit action. Filling out and reviewing the CIP form helps salespeople to develop critical evaluation skills that will help them in all aspects of the sales process.

The Benefits:

- Provides a coaching opportunity every time a salesperson discusses a CIP with a sales manager/coach.
- Salespeople develop habits and skills to follow a consistent process aimed at capturing more sales.
- Helps salespeople to develop ‘unconscious competence’ through repetition and analysis.
- Causes salespeople to think through a strategy to get each customer to come back after the initial visit and plan what to do when the customer returns.
- Enhances probability of capturing sales in the future by being proactive.