LYNNE JENSEN-NELSON

INFORMATION · MOTIVATION · INSPIRATION

Beyond the Bid: Driving Builder Sales

To be successful, construction product suppliers must truly understand what home builders, remodelers, and designers need from them. While high-quality materials, timely delivery, and fair pricing are standard expectations, business leaders seek strategic partnerships that prioritize their overall success through exceptional sales support and service excellence. These long-term partnerships are essential because they build trust, offer significant cost-savings opportunities, and provide a competitive advantage in a demanding market where timelines and profitability are critical to viability.

Participants will gain insights to:

- Building successful long-term partnerships: Implement effective customer management and communication techniques that drive loyalty.
- Standing out from the competition: Discover strategies to avoid price-based competition and clearly differentiate your brand in a crowded market.
- Maximizing every selling opportunity: Confidently lead the sales process, overcome common obstacles, and make a lasting impact on customer decision-making.

Build Your Competitive Advantage!

Elevate your business and build strong, lasting customer relationships that help drive revenue no matter what else is happening in your market. This exclusive, interactive presentation is tailored for business leaders in the remodeling industry. Whether you're a seasoned expert or newer to the field, this will provide you with actionable strategies and proven skills to maximize every growth opportunity.

Participants will gain insights to:

- Selection Criteria: What do homeowners look for when selecting a design/build company.
- Market Differentiation: Pinpoint specific factors that make your company the preferred choice in a competitive marketplace.
- Value Articulation: Go beyond the bid and transition from a transactional to a trusted project partner.
- Strategic Positioning: Align assets with market demands and adapt to economic trends.

Built to Last: Essential Characteristics of a Successful Business!

Move beyond construction sales and create an organization that thrives across generations, economic cycles, technological shifts and (despite what is happening in the market) inspires profitable growth. Learn the 5 specific characteristics of success and the strategies needed to lead your team into the future. This highly interactive presentation explores the fundamental habits and characteristics that distinguish visionary companies from their competition.

Participants will gain insights to:

- A clear understanding of what makes a company last.
- A framework to evaluate their current organizational strategy.
- Concrete steps to build a more resilient, successful organization.

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Design a Sales Process that DRIVES RESULTS!

There isn't a one-size fits all or silver bullet in home improvement sales. Creating a consistent, easy to follow sales/design process is the key to selling more, creating exceptional customer experience, and driving referral sales. It should build trust, set clear expectations, and help turn leads into paying clients. A solid framework replaces awkward or pushy sales techniques and saves you valuable time.

Participants will gain insights to:

- Proven customer management methods.
- Essential communication skills.
- Motivational sales techniques specifically for home improvement, remodeling, and interior design professionals.

DISC: Your Secret Weapon for Success

Save time and energy by recognizing communication styles and adapting rapidly. Ready to sell more? Lead better? Looking for an easy way to ensure customers see you as the best solution? Learn how applying DISC communication skills is crucial for successful professionals-whether you are new to the industry or have extensive experience.

Participants will gain insights to:

- Building strong partnerships with today's busy, impatient, risk-averse customers.
- Improving communication with potential and future customers from first contact to long after delivery.
- Customizing your approach to help customers better understand the solutions you provide so you can close more deals.
- Improving team collaboration and performance to enhance the overall customer experience.

Lead with Influence, Impact, & Inspiration!

Influence is powerful. Research shows your level of professional success or failure is tied directly to your ability to positively influence those around you, no matter what your position is within the organization. Being a true "Influencer" will enhance your professional growth, accelerate results, and ultimately create a better working environment for your entire organization.

Participants will gain insights to:

- Strategic leadership techniques
- Understanding mindset vs. skillset
- Recognizing how language affects perception
- Identifying the importance of resiliency
- Learning to lead with confidence!

The Ultimate Guide to Exceptional Customer Experience

Today's consumers expect an exceptional customer experience. That means every member of your team, from first to last contact, needs to focus on making your customers feel valued. This can become tricky when dealing with the uncertainties of the remodeling process, unrealistic client expectations, and challenges due to factors outside your control-think weather, trade availability, codes, etc. In this session we will focus specifically on what we can control and how that will make all the difference in creating the most successful customer experience.

Participants will gain insights to:

- New strategies for managing today's busy, risk-averse, and easily frustrated customers.
- Understanding the clear impact internal communication has on the external customer experience.
- Dealing with difficult people and situations in a way that focuses on solutions and drives loyalty.

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