

Preface

ValueMatch Selling for Home Builders results from my personal journey and responses to the many questions I have asked myself—and am still asking myself—along the way. The journey started with a straightforward question: What keeps individuals from reaching their full potential? When I asked myself that simple question, I honestly and sincerely had to admit that I did not know. I felt successful in many ways and was thankful for all the bounty given to me. At the same time, I believed something was lacking because, despite all that I had achieved, I truly had not moved toward fulfilling my full potential.

I knew I had more to offer—to myself and others. I was haunted by the feeling that I had more in me to give. True satisfaction eluded me. Therefore, I began an exploration of how to get more out of life and how to go beyond the superficial to the rich depths below.

Thus far, the journey has been an exciting, challenging, helpful, and—above all—fun way to explore why people may

- struggle to get where they want to be despite the ability to see, visualize, and understand it
- run into roadblocks that slow them down and confuse them
- venture off on needless tangents and hit dead ends
- allow themselves to be led astray
- lose focus of the highly visible target of full potential.

To answer these questions and get back on the path to full potential, I developed ValueMatch selling, the subject of this book. This process has changed my life and allowed me to reach heights that I never dreamed were possible.

The following 13 chapters detail how you can improve your selling skills, discover a new way to tap into the limitless potential inside you, and simultaneously become a better person.

The truth is—everybody lies; let’s be honest. Everybody speaks in code. Most prospective new home buyers want to tell the truth. They want to be up front about their issues. But out of convenience, fear, not wanting to hurt other people’s feelings, or concerns about the truth being misunderstood, they speak in code instead. They use words that, for them, are connected to the truth on some level, usually a factual or literal level. Simultaneously, these words hide the emotions and values behind prospects’ responses, requests, statements, and expressed desires. They keep their emotions concealed until they have addressed or resolved their fears and concerns.

The ValueMatch principles apply to more than the selling process; they apply to any interaction in any relationship. People use code words for obvious reasons, but the reasons people are not better at decoding those words are not so obvious.

As children, in response to their questions, they may have gotten such comments as the ones that follow:

- Why are you asking so many questions?
- How many times do I have to tell you something?
- Do I have to clean out your ears so you can hear better?
- There’s going to be trouble if I have to repeat myself.

Like people in general, many salespeople grew up being taught, both by example and actions, not to ask for clarification when someone says something they do not understand.

The message comes through loud and clear: Don’t ask too many questions. Whether they understood or not, people pretend they did. So like other people, salespeople learned to be cautious and wary of telling the truth. They also learned not to be too inquisitive and to avoid intimacy. In many cases, they actually replaced natural curiosity with talking and saying whatever came to mind. No wonder my company’s research shows that most salespeople talk

80 percent of the time and listen only a little (even when they have been trained to do otherwise).

This conundrum in which people speak factually, but do not actually tell the truth, results in countless hours of confusion, missed goals, blown opportunities, and poor results. It is responsible for much of what is wrong with society.

ValueMatch Selling for Home Builders is about breaking the code and using a revolutionary code-busting communication technique. As you will see, it is simple, so simple you might be tempted to (1) take no notice of its power to produce beneficial change, (2) call it too simple to be true, or (3) discard it.

Such responses would be regrettable mistakes. Many of the most revolutionary ideas to come along have been simple and yet have had a huge effect on the world. For example:

- Our founding fathers' idea that government should be built from the people up rather than from the king down created a new approach to government and "the pursuit of happiness."
- Newton conceived the idea of gravity from a falling apple.
- Henry Ford's idea of the assembly line revolutionized industry, and products were put together one part at a time rather than putting one product together completely one at a time.

If you read *ValueMatch Selling for Home Builders* with a commitment to learn, a desire to improve, the humility to let your guard down, and the luxury of allowing yourself to fail a few times, you ultimately will improve your ability to learn the code. You will also learn how to listen to others on a deeper level. In so doing, you could begin a cycle of honesty in life that can help you and the people around you. It also could improve the quality of your life and theirs.

I encourage you to enjoy this adventure and make a commitment to be honest from this point forward. And thank you for allowing me to take this journey with you.