



Reduced & Deferred Fee With Incentives For PerformanceSM

Introduction

Question: *How many consultants, trainers or experts are willing to receive a large percentage and portion of their fees derived specifically from their performance and success of their strategically implemented systems?*

Answer: *At least one – Bob Schultz & The International New Home Sales SpecialistsSM.*

Overview: We have designed and built a unique ***Reduced & Deferred Fee with Incentives for Performance*** structure based on the foundation of confidence from proven results. Much like the process and investment required to develop vacant land into marketable homesites, we install the infrastructure upfront. This is accomplished by allocating the highest percentage of time and resources provided by the International New Home Sales Specialists during the initial two phases of the Term of the Agreement. Then, a significant portion of the compensation is earned and realized during the latter part of the Term as the increased sales are closed.

Concept: World-renowned economist Thomas Sowell declares, *It is hard to imagine a more stupid or more dangerous way of making decisions than by putting those decisions in the hands of people who pay no price for being wrong.* Our team is committed to your realization of a potential increase in profitable sales production. We only make up our Reduced and Deferred Fee when you close sales. Simply put, we have skin in the game.

Mission: Your business becomes our business. And that business is to not only increase sales revenue by 10 to 20% or more (for which we are renowned), but to simultaneously reduce unnecessary costs (substantially), all the while keeping as a #1 priority the critical importance of emphasizing quality, integrity & good business judgement.

Process: To start, we find out the answers to these two simple, yet insightful questions:

1) Doing what you're doing, the way you have been doing it, how many sales and how much profit are you missing; and how much money and resources are being wasted in the process?

2) What must we do to begin closing the gap immediately?

As Einstein said, *Insanity is doing the same thing over and over again and expecting different results.* Heeding that wisdom, we immediately assess and evaluate critical elements of your sales and marketing management operation. The items below are the beginning of that exploration process. For each there are links to articles I've written for Professional Builder magazine that provide more in-depth information.

- The number of closings you must accomplish in a year just to ‘break-even’ (covering all fixed overhead costs).
 - For more: <http://i-nhss.com/moneyball-home-builders/>
 - [NEED TO FILL IN Click here for a customizable break-even analysis that you can use for your business](#)
- Establish the sales objectives to be on track to reach that break-even number sooner rather than later in the year.
 - For more: <http://i-nhss.com/goal-setting-for-2014/>
- Starting with that break-even benchmark we structure a plan to begin to increase the number of incremental sales beyond break-even; those critical additional sales that potentially produce an extraordinary amount of additional revenue to the bottom line.
 - For more:
 - <http://i-nhss.com/new-home-sales-comes-together/>
- Proficiency of Your Sales Team as Seen Through the Eyes of A Potential Buyer.
 - For more:
 - <http://i-nhss.com/new-home-sales-inspect-what-you-expect/>
- Results of a Competitive Market Analysis & Positioning Study.
 - For more:
 - <http://i-nhss.com/market-research-the-foundation-of-your-marketing-circle/>
 - <http://i-nhss.com/market-research-keep-it-current/>
- Model(s) and Sales Office Setting; Staffing and Hours of Sales Operation
 - For more:
 - <http://i-nhss.com/capture-more-sales-from-traffic-that-youre-already-generating/>
 - <http://i-nhss.com/new-home-sales-recruit-with-purpose/>
 - <http://i-nhss.com/unearthing-great-sales-talent/>
- Sales Compensation Structure
- Current Marketing & Prospect Generation Activities (Website, Advertising, Social Media, Realtor® Outreach). Web Contacts to Sales Contracts
 - For more:
 - <http://i-nhss.com/web-contacts-sales-contracts/>
- CRM System - Statistical Data to Determine ROI and Conversion Ratios of Marketing & Advertising Dollars Spent
 - For more:
 - <http://i-nhss.com/crm-systems-how-a-good-one-can-strengthen-sales/>
- Strategic Realtor Relationships
 - For More:
 - <http://i-nhss.com/motivating-a-cast-of-thousands/>
 - <http://i-nhss.com/outsourcing-your-sales/>

There are no quick fixes or silver bullets to systemize and maintain a high-performing sales organization. The transformation that we trigger and the jointly curated culture that results doesn't happen overnight; it happens over time. It's not rocket science, but it is a science! For more: <http://i-nhss.com/proven-ways-to-increase-sales/>

“Learn from those that have accomplished what you want. Paying someone to teach what they have never done is a high price to pay” was so boldly said by Pegine Echevarria, renowned business development and leadership coach. We are honored that our homebuilding industry-specific expertise has been recognized, time-tested, and proven. See more at www.i-nhss.com

When you are ready to take the next step to begin moving toward optimum sales results (and you wouldn't be reading this message if you weren't) please contact me to set up a mutually convenient time to discuss getting started.

My team and I look forward to the opportunity to work with you and take your business to new heights!

Bob Schultz

One Of The 50 Most Influential People In Home Building – *Builder Magazine*
Legend Of Residential Marketing – *National Association of Home Builders (NAHB)*



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