

Building Contractors Association of SW Idaho

# Certified New Home Sales Professional

Building Contractors Assoc of SW Idaho

BUILDING CONTRACTORS ASSOCIATION

OF SW IDAHO

6206 N DISCOVERY WAY

SUITE A

BOISE ID 83713



Register Now For  
Certified New Home Sales  
Professional  
[www.bcaswi.org](http://www.bcaswi.org)



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# Certified New Home Sales Professional (CSP)

Instructor: **Chuck Miller**

GMB CGB CGR CAPS CGP MIRM CMP MCSP CSP

The purpose of this course is to develop and build the skills, knowledge, and attitude (mindset) necessary to maximize salesperson performance. By completing this course, new home sales professionals should be able to effectively establish credibility, identify prospect needs and dominant buying motivation, present home features and benefits, address customer questions and concerns, close the sale, and follow up. Topics include skill sets of the professional sales person, the customer's decision-making process, construction terms and blueprints, construction process, and a step-by-step overview of the sales process.

As a graduate of this course, you will be able to:

- Describe the evolution and skill sets of a new home sales professional.
- Use the customers' decision-making process, personality dimensions, and communication styles to tailor their sales presentations for an increased closing ratio.
- Identify techniques for using the Internet as a communication and marketing tool.
- Define basic construction terms and identify home features on construction plans.
- Describe the homebuilding process.
- Identify financing options for new home buyers.
- Identify legal considerations relating to new home sales.
- Describe the phases of the sales process.
- Identify tactics to earn trust, identify needs, present home options, overcome objections, close, and service the sale.

**NAHB Designation Credit:**  
CSP, Master CSP

**NAHB Continuing Education Credit:**  
CAPS, CGA, CGB, CGP, CGR, CMP, GMB, GMR, MIRM

**REALTOR Continuing Education Credit:**  
Approved for 21 hours of continuing education credit by the Idaho Real Estate Commission.



Sponsored by the

**Building Contractors Association of SW Idaho**  
6206 N Discovery Way  
Suite A  
Boise, Idaho 83713



## Additional Information

This course consists of three (3) Modules taught on three (3) consecutive Wednesdays.

March 7, 2018 8:00 am - 5:00 pm  
Module 1: The Art and Science of Selling

March 14, 2018 8:00 am - 5:00 pm  
Module 2: Understanding New Home Construction

March 21, 2018 8:00 am - 5:00 pm  
Module 3: Selling Skills For New Home Sales Professionals

You must attend all three (3) Modules to receive credit for the course.



## To Register

By Phone  
(208) 377-3550

By FAX  
(208) 377-3553

By Mail  
6206 N Discovery Way  
Suite A  
Boise, ID 83713

## Registration Information

(one form per attendee)

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

It is our policy not to share or sell our email addresses.

## Fees and Payment

- NAHB Member ~~\$375~~ - \$330
- Sales and Marketing Council Member ~~\$300~~ - \$255
- Non-Member ~~\$475~~ - \$430
- Check made payable to: BCASWI
- MasterCard  Visa  Discover Card

CREDIT CARD NUMBER \_\_\_\_\_

EXP DATE \_\_\_\_\_ CSV NUMBER \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

### Cancellation Policy

Registration is refundable if cancelled up to five (5) business days prior to the first day of the course.