



## Meet Your Coach: Anya Chrisanthon

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Anya shares her tried and true NEW HOME SALES & MARKETING COACHING program with new home sales professionals. This program includes 8 topics covering follow up, prospecting, cancellation reduction strategies and social media. New home sales professionals will learn how to incorporate new technology and use CRM to streamline and increase sales, while reducing busy work.

*Consistent follow up  
and prospecting that  
leads to more sales*

## CONTACT US

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**NEW HOME  
SALES &  
MARKETING  
COACHING**

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## About your instructor

Anya is a host of an award winning New Construction Marketing Podcast. She is an experienced new home sales consultant with a proven track record for achieving results.

Rookie of the Year, MVP of Sales, the One to Watch are just some of recognitions that Anya received in her sales career. Now she applies her own methods of streamlining sales to help new home sales professionals achieve the next level of success.

## TOPICS COVERED

### 1. IDEAL BUYER

To create an effective sales pitch you need to know who you're speaking to. We'll hone in your marketing message to attract your ideal buyer.

### 2. EFFORTLESS FOLLOW UP

You'll learn how to stand out from your competition and use an effective follow up system your customers will appreciate.

### 3. AUTOMATION

You'll learn how to utilize your CRM system to build automated email campaigns that your customers want to read.

### 4. OVERCOMING OBJECTIONS

We'll concentrate on specific objections that you hear most frequently from your prospects and how to overcome them.

### 5. MINIMIZING CANCELLATIONS

You'll learn how to take care of your buyers to keep them happy and excited during the building process.

### 6. PROSPECTING

You can't rely on your builder or the economy to generate your foot traffic. We'll master 2 techniques to keep your sales funnel full.

### 7. YOU ARE A BRAND

We'll do an audit of your social media and you'll learn how to engage your customers there.

### 8. REVIEWS AND INTRO VIDEO

You'll learn how to make a great first impression with your prospects.

## OUR PROGRAMS

### ONE ON ONE COACHING

We'll meet face to face via zoom meeting once per week to learn a new topic and to discuss any prospects & how to move them further in the process.

**\$200/SESSION**

### SMALL GROUP COACHING

This eight-week program is conducted via zoom meeting once per week with up to 5 participants. Each topic will be covered followed by a group Q&A.

**\$160/SESSION**

**per participant**

### LIVE WORKSHOP

This full day in person workshop will be customized to work with your existing systems. Your sales team will leave equipped with new tools and techniques to help them sell more homes without the stress or overwhelm.

**\$3500/DAY**