

ideas

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How Interactive Is Your Sales Center?

An interactive sales center (ISC) engages, educates and excites users in a modern, self-sufficient way, which increases the tool's reach and efficiency. With the cost of printing materials going up and the cost of touch screens going down, an ISC is an ideal choice for forward-looking property developers looking to reach buyers. Considering an ISC? Here's seven reasons to pull the trigger:

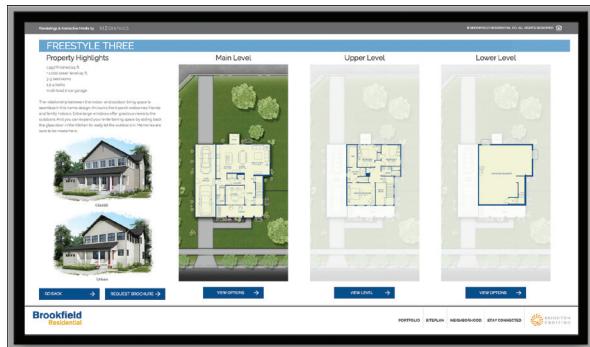
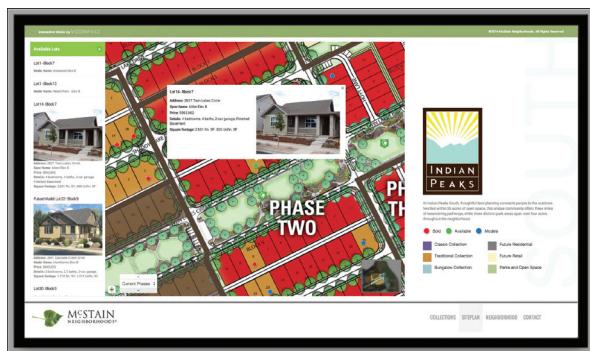
1. More content in less space! Highlight animated fly-throughs, renderings, photographs and interactive site maps showcasing area attractions, or turn on and off floor plan options with the touch of a button. No brochure can do that. No matter how old we get, the temptation to "touch the button" does not go away. Offer your user options, and watch them explore the alternatives.

2. Get out your fishing nets! One of the biggest options that ISCs have over common sales media is the ability to capture crucial user data and analytics that can be leveraged later in the sales funnel. How long did someone look at a particular page or floor plan? Which finishes piqued their interest? The back-end of a well-designed ISC can capture the data to show a return on investment, and separate the "lookie-lous" from the ready buyer. This increases sales efficiency and client satisfaction.

3. Humans are like a deer in headlights! From the early days of hunting and gathering (when humans were not at the top of the food chain), we developed highly-sophisticated visual senses that detect two main things: light and movement. This means humans are

literally hard-wired to sense movement and process information. Getting a would-be buyer to interact with your display is half the battle. Once you have their attention, use it!

4. **Does size matter?** It isn't the size of your screen, but how you use it. When sitting down for a consultation with an ISC developer, ensure the design of your ISC will be responsive and display well on screens of all sizes, such as mobile devices, including cell phones and tablets. Get the pricing from your developer before you make a deposit on the contract. By adding responsive aspects to your ISC, you effectively replicate your sales center to anyone who has internet access. Sales is a numbers game, and



now someone 2,000 miles away can access the information as if they were in your model home.

5. No more unicorn horns and pixie dust? If you have ever thought, “If only we could copy and paste a picture we like, we could engage more buyers.” You can! Long-term, expensive service contracts on websites are a thing of the past as content management systems (e.g. Word Press and Drupal) have made it easier for an in-house employee to quickly update content and settings. Managing your own content makes information more relevant, reduces turnaround time, and empowers companies to display real-time information such as available, under contract or sold lots.

6. **Socially Acceptable!** Did you invest in an amazing rendering? Pin it on Pinterest. Did you get an award for your sales center? Post it on Facebook. Do you have an amazing testimonial from a client? Make sure people see it on LinkedIn. And no matter what, blog about it! Google constantly searches and indexes sites, including published ISCs. Make your ISC another tool in your marketing mix that works for you even when you are sleeping. Extending the reach of your sales center develops leads you would otherwise miss.

7. Proper prior planning. When carefully planned, an ISC is the ultimate finishing touch to your model home. Think about how the touchscreen will be used, what height it will be hung and adjust controls and navigation accordingly. Make it ergonomic for all users. You will know you installed it correctly when the ISC is a conversation piece of its own. Ensure there is appropriate Ethernet conductivity and power outlets nearby. Frame the area ascetically, hide the wires, and watch as people are more inclined to interact with a device than a human being.

Give your employees the best tool for this job. An ISC is a one-stop, customized, digitized, optimized master sales piece that puts all your eggs in one easy-to-use interactive basket. **smi**

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