

# New Year, New Market

Written by Bill O’Gorman, Executive Coach, Trainer, Lushin & Associates, Inc., and IBA State Area Vice President.

**R**ecession. Repressed building market. Foreclosure. Downsizing. From the water cooler to Wall Street, those dreaded words have done a number on destroying consumers’ confidence.

More importantly, according to the National Association of Home Builders/Wells Fargo index, the market has managed to shake the confidence of most builders. In fact, more than two out of three builders surveyed believe the current market conditions are poor, taking the index to an all time low of an 18 reading in December.

So what’s the good news? Lacking self confidence is not permanent. And because confidence is a direct indicator of buying habits and purchasing power, this downturn in the market is not permanent either.

In sales, self confidence makes and breaks every engagement. It’s also extremely transparent. There are immediate and definitive signs of someone who lacks self confidence. What is your customer’s first impression of your sales person? *He is confident and seems to know what he’s talking about. Or, she has no confidence in the product she is selling me.*

Consumers are savvy and are also emotional. He or she makes a purchase when they have confidence or trust in the product or the person selling the product. Self confidence directly affects the sales process - whether the market is good or bad.

Here are a few ways to improve self confidence, and in turn, progress the sale.

**Relive the good times** - Although we are experiencing a downturn in housing, overall the market has experienced significant growth in the past 20 years. In fact, *Investor’s Business Daily’s* residential and commercial builders industry groups are up more than 540 percent over the past 20 years. So we are having a couple of bad years. The good times always last longer and far outweigh the bad ones. Relive a good year.

**Role play victories** - All great sales people do it. Start winning in your role plays. See yourself making the sale. Visualize succeeding and see your customers winning too.

**Strike “because” from your vocabulary** - The word ‘because’ precedes the reason to justify why you didn’t do what you

should’ve done. “I didn’t make the sale because the market is bad.” Stop making excuses and start making it happen.

**Self confidence is learned and not inherited** - The best way to learn is practice. Practice a positive attitude in everything you do personally and professionally. Set goals and develop a plan to meet the goals. Act with certainty and be trustworthy.

**Have a selling system** - Having a rules-based selling system will help you measure your sales progress. Many sales people fly by the seat of their pants and operate without a true system. A strong sales system will give you clarity, and clarity in turn gives you energy.

Every industry tends to blame the economy and repressed markets when times get tough. In fact, it does directly impact business. However, the state of the economy doesn’t make or break a company. The people and leadership of a company determine success or failure. Improving self confidence will absolutely improve the sales process. Do you have or lack self confidence? Remember, attitude reflects leadership.



## IBA Awards Associate of the Year to John Linn, Abonmarche Consultants

**T**he Don C. Cassidy Associate of the Year award is one of the most challenging of all honors to receive.

There are 5,005 associate member companies statewide and only one person receives this award annually. This year’s recipient is John Linn, Abonmarche Consultants, a committed member of the Home Builders Association of St. Joseph Valley.

In 1996, Linn became a board member for his local association and in 2002, he joined IBA’s board of directors. He chaired his local golf outing committee and IBA’s rural on-site waste water sub-committee. He has been a vigilant member of numerous legislative committees at the local level and remained active at various political functions at the state level.



Associates Committee Vice Chairman Ken Schmitt (right), Aurora Cabinets and Drake Products, presents John Linn, Abonmarche Consultants, with the Indiana Builders Association’s Don C. Cassidy Associate of the Year award.

Several other active associate members were nominated for the award.

Lori Abram, Choice Realty & Management in Bloomington, received a nomination from the Monroe County Building Association. Abram chaired the local marketing and branding committee in 2007 and the local Home Show committee in 2007 and 2008. She is a contributing member of the state PAC.

Brad Cayot, Korte Does It All in New Haven, received a nomination from the HBA of Fort Wayne. Cayot chaired his local education committee and remodelers’ council for four years. He has been an Associate Area Vice President for three years and was recognized by his local as the Associate of the Year in 2005.

Clint Cottrell, The Data Connection in Terre Haute, received a nomination from the HBA of Greater Terre Haute. Cottrell is involved in his local membership committee and recruited the most new members during the 2007 May Membership Day for his local’s region and group size. He is a member of the Spike Club, earning 29 credits.

Cindy Durst, The Flooring Company in Clarksville, received a nomination from the HBA of Southern Indiana. Durst chaired her local Home Expo, Women’s Council and Table Top committees. She is also a member of her local board.

Assoc. of Year (see page 19)

# Right On

## Estimating

Estimating can be one of your most effective tools for generating business and enhancing your profit margin. Builders and Remodelers will learn how to get the numbers right the first time, keeping customers happy and costs under control.

**As a graduate of this course, you will:**

- Integrate estimating into your business plan
- Know how to develop winning bids
- Employ profitable strategies for subcontractor bidding
- Calculate quantity takeoff for materials
- Understand how insurance affects your profits

# Target

### Registration Information

(one form per attendee)

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

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### Registration Fees

Registration fee includes lunch and course materials.

Member \$195     Non-Member \$245

Register by Feb. 4 - Save \$20

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### Payment Information

Check made payable to Indiana Builders Association, Inc.

MasterCard     Visa

CREDIT CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

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

SIGNATURE \_\_\_\_\_

### Estimating

Instructor - Chuck Breidenstein, CGB

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#### Schedule

March 3, 2008  
9 a.m. to 5 p.m.  
Indiana Housing Center  
1011 Dr. Martin Luther King Jr. St.  
Indianapolis, IN 46202

**Designation Credit:**  
CGA, CGB, CGR

**Continuing Education Credit:**  
CAPS, CGA, CGB, CGR, GMB

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#### To Register

**Register by Phone**  
(800) 377-6334

**Register by Fax**  
(317) 236-6342

**Register by Mail**  
RETURN FORM TO:  
Indiana Builders Association, Inc.  
P.O. Box 44670  
Indianapolis, IN 46244-0670

**For More Information**  
Visit [www.BuildIndiana.org](http://www.BuildIndiana.org)

**Cancellation Policy**  
Cancellations made 10 or more business days prior to day of course will receive a refund less 30% admin fee. If cancellation is made less than 10 business days in advance, a 50% fee will apply. Registrants who fail to attend course w/out prior notification are liable for entire fee.