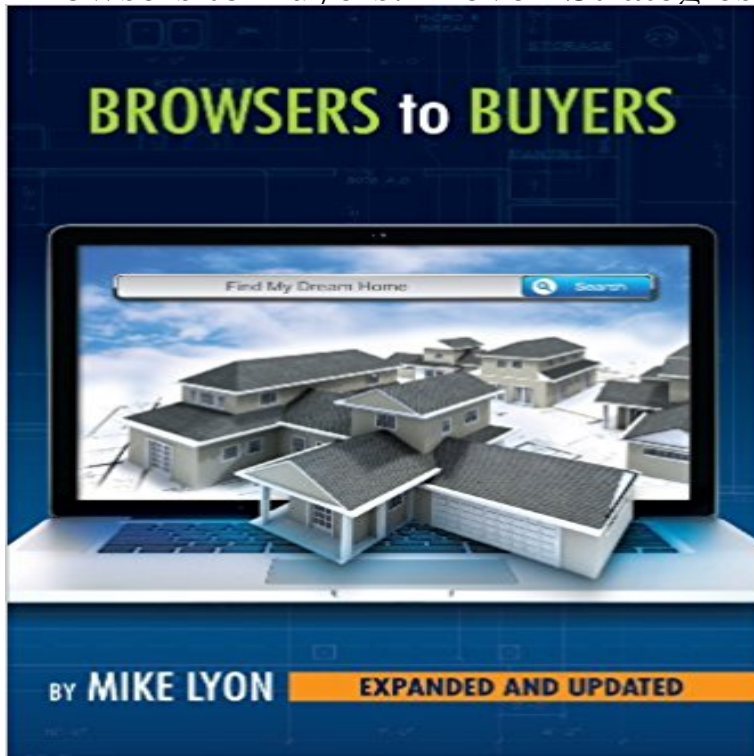


Browsers to Buyers: Proven Strategies for Selling New Homes Online



Expanded and Updated with over 100 new pages of proven processes and systems to increase more sales today! Whether you have a commanding internet presence or you are stuck in the digital dark ages, the newly revised edition of Browsers to Buyers will deliver the proven methods necessary to develop or improve your online new home sales. This essential guide provides an easy-to-follow roadmap leading to a successful Online Sales Program that will help you generate more prospects and create more qualified buyers. Industry insider Mike Lyon reveals the trade secrets that promise to turn more contacts into contracts and convert more of your Browsers into Buyers. What you'll find inside: The Online Sales Formula and Process Proven ways to increase leads and appointments How to hire just the right person as your Online Sales Counselor and how to structure that position The necessary components of an attention-getting homebuilders website Online Marketing that's tailored specifically for homebuilders A detailed overview of the Follow-Up Process E-mail examples and phone scripts that produce results How to track and measure the success of your program And much, much more

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