The President's Club Monthly

THE MONTHLY NEWSLETTER FOR THE RETAIL DIVISION OF THE AMERICAN HOMESTAR CORPORATION

The Heat is On! Instant Living in Granbury, Nationwide in Tyler and Nationwide in Mesquite keep Company on Pace for Record Summer

Davis Cracks a Million...

Boistered by a number of locations that are setting new standards for consistency, the Retail Division of the American Homestar Corporation continues to reach new heights in sales volume. On track to set first quarter sales records, the company is riding high on the performance of some of it's most established locations, along with the support of some hot new sales centers.

Longtime company superstar **Dave Davis** and his crew at Instant Living in Granbury, Texas broke the million dollar mark in sales for July, delivering 22 houses and (as always!) achieving phenomenal insurancy penetration. Aided by their successful Summer Sale, **Dave Shetler's** surging sales team in Mesquite put together their second phenomenal month in a row.

As you may expect, **Jim Clark** and the Tyler team, who have put together a number of consecutively great months, made things happen in July, selling 20 homes. Right behind Tyler was Clark's relatively young Lufkin location, with the amazing **Jim Tierney** at the helm. Their sixteen new home deals resulted in a record month in terms of volume and profitability.

Also living large on the sales front were those consistent superstars in Denton, the big Kahunas at Nationwide in Burleson, the sales champs at Advantage in Jacksonville, the new powerhouse Nationwide team in Seguin, the unbelievable group at Nationwide in Cleveland, and of course, the amazing team at Nationwide in Lancaster.

Snouffer Maintains Contest Lead

Loftin, Manning hot on her heals

The Lancaster Factory Outlet's **Elaine Snouffer** has kept her lead in the 2nd Quarter Sales Contest by a margin of only 6 points. **Richard Loftin** of Cleveland and Tyler's **M'Lissa Manning** (you remember them as two new sales pros who made a big impression at the end of last year) are tied for second and closing on the lead. Instant Spring's **James Boyd** and Lufkin's **John Estes** each are in the running and round out the top five. Good luck, sales pros!

Company Opens New Location in Boerne with Kearney at the Helm

American Homestar continues it's agressive growth strategy in the central Texas market with another new sales center. The Boerne location (pronounced Bernie) will be opened by Regional Manager **Chet Kearney** 20 miles West of San Antonio on I-10. Situated on four acres of prime interstate frontage, the sales center shows a lot of promise. "It's a good market and a good location," said Kearney, "and I expect it to be one of the company's top performers." The location is expected to carry up to 26 new homes.

Wayne Danko has been hired as Business Manager of the start up operation, which will open September 1st under the Nationwide Mobile Homes banner.

As many of you know, Kearney's most recently opened location in Seguin has proven to be a big success in a very short period of time. We wish him similar success in Boerne.

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AUGUST, 1995

COMPANY BIRTHDAYS, September of 1995

James Burdette, 1st
Brenda Smoak, 2nd
Jim Rudolph, 4th
Lou Pommier, 4th
Byron Cook, 5th
Eliseo Cortinas, 6th
Mary Benson, 6th
Delilah Caouette, 7th
Tommy McRay, 8th
Janice Dent, 8th
Leslie Quisenberry, 8th
Farris Romero, 9th
Eric Jones, 11th
Betty Thompson, 12th
Jack Williams, 14th
Janet Haws, 14th
Carol Mendoza, 14th
Randy Coffman, 14th
Dolores Self, 15th
Justin Simpson, 16th
Jack Doss, 16th
Thomas Esquibel, 17th
Billie Gill, 17th
Greg Burnett, 18th
Chuck Ladd, 19th
Robert Riley, 19th
Dirk Kubicek, 19th
Sally Crocker, 19th
Danny Rudd, 20th
Henry Wolffberg, 20th
William Starrock, 21st
Bob Legg, 22nd
Devra Norton, 22nd
Cynthia Davis, 22nd
Chuck Cantu, 23rd
Richard Glover, 24th
Robert Brundrett, 25th
Carol Reyes, 25th

Under the Oaks

by Charlie Boyer

Charlie Boyer is the Sales Manager of Oak Creek Homes and is also considered one of the country's top Professional Beach Volleyball Players.

New Faces at Oak Creek

Lew Dawson: "Regional Sales Manager"

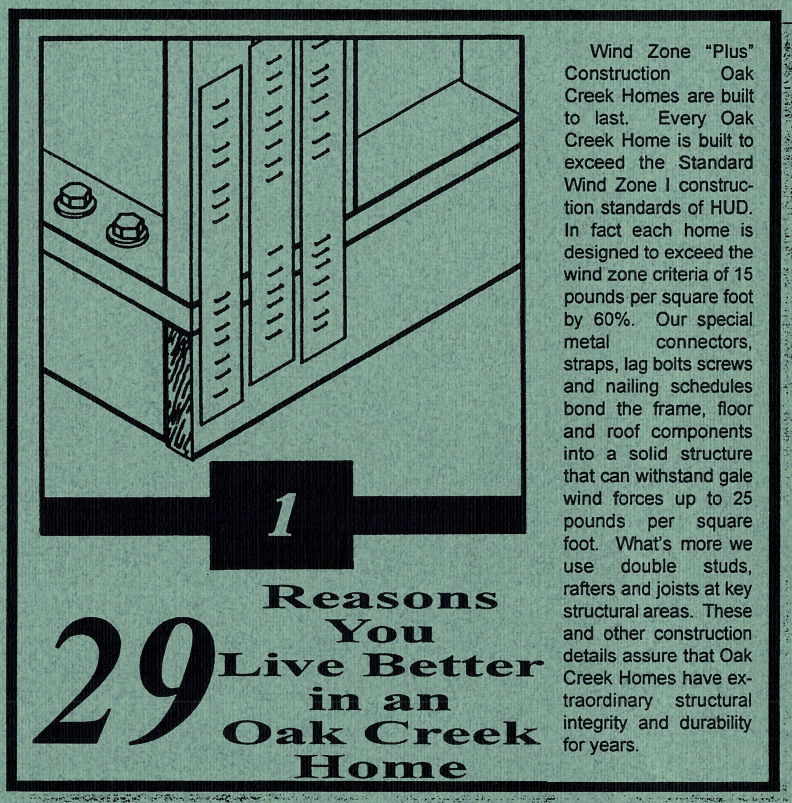
Mr. Dawson comes to Oak Creek from the outside business world with a high pedigree and a strong sales background. Lew has many years of sales management experience and will combine his knowledge with a crash course in Manufactured Housing 101 to provide us with a "High Impact" guy for our sales staff. His territory will include all of South Texas which was previously held by **Rick Joseph**.

Robin Newton : "Receptionist"

Robin is the woman behind that pleasant country voice you've heard when you've called in the past several weeks. Ms. Newton is handling her new job in a big way with the authority to get your calls into the people you need.

Southern Star Update

What a success story in product design and customer acceptance! The Southern Star line has become the most exciting product Oak Creek has introduced over our long company history. Your efforts to show this product in a manner it is designed has added to its success story.



Model #1780: 18x80 - This is by far the hottest home in the Southwest Market today! At a recent second Grand Opening in Corpus Christi, Danny Rudd and his team took down money on four (4) homes in less than 24 hours. **Greg Burnett** and **Dwayne Click** in Midland and Odessa have sold their stock units, their stock backup orders and the backups to those, what's more none of them have even been built. Imagine what they could do if they had it in stock.

Great job and keep it up!

Models #1760 & 1762 F&R and Front Kitchen - These new singlewides from Oak Creek are just now arriving at your sales centers and your reaction has been exactly what we wanted. Southern Star is kicking Silhouette's butt already! Those Alabama boys might just as well pack-up right now and head home. They just don't measure up to the new Southern Star in design, quality and price.

Model #964: 28x64 Every manufacturer has the good old standby and that is what the #964 has become to Oak Creek. Slowly this has become the number one doublewide home Oak Creek offers. Stylish affordability best describes this terrrrrific home.

Model #969: 32 wide - We've tried to tell you what a great house this is, and those of you who have ordered it know why. What a super functional home at a great price for those 32' wide customers, who think big on a small budget. Order yours today and don't miss the sale on the smaller 32 wide.

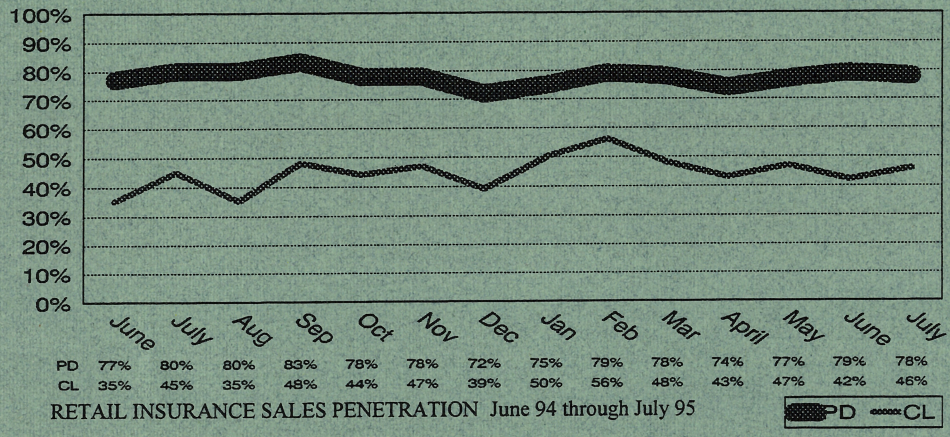
Newest Southern Star Model#962:28x60, 3 bedroom, 2

Continued on Page 6

Laurie Lowery

Insurance Today

SAME SONG, SECOND VERSE



RETAIL INSURANCE SALES PENETRATION June 94 through July 95

No, this is not the EKG of a dead guy. It is instead a clear picture of a plateau we reached in our insurance penetration levels sometime last year. Its kind of like being on a diet and losing weight to a point where you can't seem to lose anymore. You want to move closer to your ideal weight but your unwilling to spend that extra 15 minutes on the stairmaster to get you over the top. Instead of pushing for more time on the stairmaster, we have a much bigger challenge. We have to have all our locations focused on the same goals. Right now, I see the same locations pulling out all the stops to maximize their profits through insurance sales, month after month. Less than half our locations reach consistently high penetration levels. These are the people who carry the burden of maintaining our current penetration and sales volume (...in addition to those heavy pay checks they get to take home every month). The fact is these people can keep this heart patient alive but they can't make him dance. What I mean is, a few superstars can help keep us where we are but they cannot solely get us where we want to be. We all have to be superstars to make our goals a reality. ....words of inspiration and desperation.....

JULY SUPERHEROES

As always, we had some amazing efforts this month. Locations including Key-Athens, I. L.-Gulf, Adv. Channelview, NW-Granbury and I.L.-Albuquerque managed to maximize their month with high P.D. and C.L.penetration. Because of high sales volume and high penetration the following locations and their Business Managers cleaned up: **Bruce Reynolds** and his Instant Living-Granbury team managed to sell just under $100,000 in insurance premiums. That's why they call him the million dollar man! **LaJuan Hollis** of Nationwide in Tyler worked a miracle from her hospital bed to close over $78,000 in insurance premiums. (Doctor bills can be quite an incentive!) We're glad your back, LaJuan! **John Gutierrez** of NW Mesquite made everything happen with over $65K in PD, CL & ES $$$! And last but certainly not least, **Cathy Jackson, Marc Beauchamp and Jim Rea** rounded out a strong July with sales in excess of $50K and excellent penetration. Nice job, everybody!

BUSINESS MANAGER PC POINTS - TOP THREE as of JULY 95

Multi Store BM	Single Store BMs
1. Cathy Jackson 100pts	1. Jim Rea 109pts
2. Bruce Reynolds 86pts	2. Marc Beauchamp 101pts
3. Jim Carpenter 50pts	3. Elizabeth Benjamin 71pts

TEXAS COAST FALLS VICTIM TO HURRICANE ANDREW

Its amazing that Hurricane Andrew could have an effect on our business over a year after its landfall and almost 1200 miles away, but it has and it will. In the aftermath of this level 5 hurricane, Reinsurance Companies have found that they underestimated the damage and the costs that would result from a storm of this magnitude and in turn, under-rated the coverage they had extended to insurance companies. As a result, Reinsurance companies increased their rates to bring them in line. In true "trickle down" form, our insurance companies will have to follow suit by raising rates and in some cases, pulling out of coastal areas all together. Last week, in an abrupt attempt to curb coastal risk, American Bankers notified us that effective August 17th, they would no longer except business in Texas first tier counties. We have been told that this is a temporary situation, buying time for Bankers to develop a product that can exclude both windstorm and flood. Our agency could then write separate policies for these coverages. A more expected announcement came from Foremost recently, when they rolled out new restrictions, eliminating Calhoun, Cameron, Galveston and Aransas counties and limiting all other first tier counties by zip code. These changes are effective September 1st. When the dust settles, American Modern Insurance Group may be the only company we are currently contracted with who has not made some major changes in their coastal restrictions. However, American Mod is expected, sometime in the next few months, to release new rate charts sporting new territories and rate increases of up to 40% in first and second tier territories. Needless to say, we are working to find additional products that would enable us to insure our customers in those areas effected by these changes.

WHO'S HOT

Another Strong Month from the Industry's top Team of Sales Pros!

Monthly Deposit Contest Winners!

Here are the winners of July's Monthly Deposit Contest

Total Deposits

1st **Christi Lancaster**
Denton
2nd **James McCoy**
Huntsville
3rd **David Foy**
Huntsville

Average Deposit

1st **Dee Caouette**
Denton
2nd **David Foy**
Huntsville
3rd **Nick DeBlasio**
Huntsville

The winners in each category earn $100, $75 and $50, respectively. ***Congratulations!***

John Estes Nationwide in Lufkin

Holy Cow, what a month! 9, count 'em, 9 brand new home deals for this amazing new star on the Nationwide scene. All in all, his deals were good for 56k in payable gross and 81.5 President's Club Pionts. Way to go, John!

Samuel W. Sims Nationwide in Tyler

It looks like Clark has another winner on his hands with Samuel Sims. In July, the new pro took down six big new home deals for an amazing 32k in payable gross and 67.8 President's Club Points.... man oh man!

J'Nette West Nationwide in Mesquite

Another new name to our column, J'Nette is making her presence felt in Mesquite in a big way. She rocked the Metroplex in July to the tune of six deals, five of them new. Her production earned her an impressive 60.8 President's Club Points.

Tim White Nationwide in Granbury

You didn't expect to go long without seeing this man's name in here, did you? Want to know how he has month's like July (five new home deals, 30k in p.g. and 49.2 President's Club Points)? Just check out his new column in this month's newsletter!

Tom Botzenhardt Nationwide in Corpus

Folks, this man is on fire! A recent trip to Corpus found Tom to be revitalized, reengergized and ready for action. In July, he proved it by taking down five deals for 47.8 President's Club Points. Keep it going, big man!

Richard Loftin Nationwide in Cleveland

Richard knows how to sell manufactured housing. Remember, this is the guy who took down fourteen deals in one month and, as a result, made the big cruise! In July, he sold five houses for 20k in payable gross and 46.3 President's Club Points. Nice going, Richard!

Mike Levin Nationwide in Mesquite

Mesquite's sales manager extraordinaire put together one of those "Mike Levin" kind of months in July... five brand new home deals and 41.9 President's Club Points. Well, done, Mr. Mike!

Bill Fortney Nationwide in Burleson

Bill was a big reason for Burleson's great month in July. His four deals for 23k in payable gross earned him a healthy 41.1 President's Club Points in the process. Hallelujah!

Justin Simpson Nationwide in Seguin

Usually, it takes a location at least three or four months to get on its feet and start contributing to the company's profitability. Thanks to the efforts of salespeople such as Justin (5 deals, 25k in July), Seguin has been profitable (in a big way) each of its three months in business!

Phil Essex Nationwide in Mesquite

Two new singlewides, two new doublewides and a lot physical damage insurance helped propel Phil to another good month in July. All in all, his 31k in p.g. earned the new star 39.8 President's Club Points. Nice month, Phil!

M'Lissa Manning Nationwide in Tyler

The polls have closed, the votes have been tallied on its finally official... this lady is a bonafide superstar! EVERY MONTH you see her name in this column... an incredible accomplishment. In July, she sold four new homes for 23k in p.g. and took over 3rd place in the big contest! Roll, M'Lissa, Roll!

Steven Miller Nationwide in Cleveland

Four new singlewides for this column's newest star. Obviously another valuable member of this great staff, look for big things out of this guy in the future.

More Home Run Hitters!

WHO'S HOT

Hey, That's Not Right!

Do you see an error or an ommission in this newsletter? If so, keep in mind that these results are produced by a database that reads our accounting data. In other words, if it is wrong here, it may be accounted for incorrectly or there may be a problem in the database. Questions about results can be directed to Judy at the home office at (713)333-5601 ext. 3057 and if a mistake was a made, a correction will be run in the following month's newsletter.

Rick Vaughan Nationwide in Tulsa

He's a mobile home selling machine that doesn't need oil, doesn't take cigerette breaks, doesn't need a tune-up.... he just sells with a single minded focus rarely seen. In July, he took down five new home deals for over 23k in p.g.!

Stephen Crain Advantage in Longview

Longview was back on track in July and Stephen was a big reason why. His four new home deals resulted in great income for **Craig Pickett** and company. Nice month, Stephen!

Paula Tatum Advantage in Jacksonville

Paula put it together in July, taking down four new home deals for over 25k in payable gross. Her impressive production was good for 35.0 President's Club Points. Nice going, Paula!

Dave Crocker Advantage in Longview

Dave went to bat for the team from Longview in July and hit a home run.... 2 new singles, 2 new doubles and 20k in payable gross! Very nice month, Mr. Crocker. We hope to see your name here next month, also!

Christi Lancaster Nationwide in Denton

You won't go long without seeing this name in the "Who's Hot" column! Christi showed everyone what she was made of in July, selling four new homes and 2 used for good measure! Her excellent production was good for 19k in payable gross and 29.2 President's Club Points. Well done, Christi!

Wayne Best Key Homes in Bryan

Wow, what a marvelous month for Key's Best! When the dust had cleared, he had sold three new multisectionals and one single for 24k in payable gross. This impressive output was good for 28.8 President's Club Points.

Patrick Crawford Nationwide in Abilene

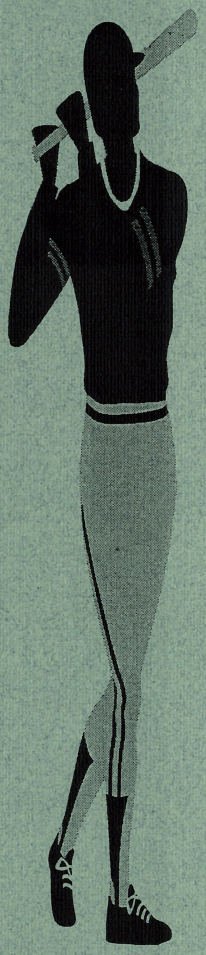
Patrick had all his ducks in a row in July, selling four new homes. His production earned him 28.6 President's Club Points and reminded everyone that the pros in Abilene are just starting to be heard from! Good luck, Patrick, we hope to see your name here next month!

Randy Taylor Nationwide in Tyler

Randy "Tyler" Taylor, the consummate sales professional, will always get his fair shakes out. In July, he had one of his "typical" months, five big deals and 28.2 President's Club Points. Hey Randy, enjoy Cabo!

Daryl Wilkinson Advantage in Greenville

A new name to our column, Daryl is making a big impression quickly in Greenville. His July output looked like this... two new single sectionals, two new double sectionals and almost 28 President's Club Points. Keep it going, Daryl, and we will see you on next year's big trip!



Leon Dooley Advantage in Jacksonville

He's smooth, man, he's really, really smooth. Watch out, or he may just sell you a new home. He's Leon Dooley and in July, he put four happy families into a home of their own. All in all, his production was good for 22k in payable gross and 27.0 President's Club Points. Go, Leon!

WINDOWS 95

Is an Upgrade In our Future?

by the Tech Nerds

A lot of folks have asked us lately if we would be upgrading to the new Windows 95 operating system, available August 24th. Well, our answer was a cautious "we'll wait for *Windows 96*" until a recent networking problem in Austin caused us to take drastic measures and install this new operating system on a system running Tracker, ver. 3.0.

In short, we found this software to be problematic (it multitasked poorly and did not detect many of our existing hardware devices), the interface less intuative and powerful than the Norton Desktop and, overall, not worth the expense and time of upgrading. The immediate benefits of longer file names and 32 bit processing do us little good at this time considering the locations don't have file naming problems (I know I do just fine with eight digits) and all of our software (Tracker and Microsoft Word, namely) is written in 16 bit code.

Without doubt, Microsoft will work out their bugs, and will develop powerful new applications that take advantage of this new version. It is our opinion that this is the operating system of the future, and when the benefits outweigh the time and expense of upgrading, we will make the move. Until then, remember... "if it ain't broke, don't fix it."

Under the Oaks

Continued

bath - Look for the introduction for this home in the next newsletter. We will prototype the 962 in early September. All of you know that this size home dominates the doublewide market. Don't get caught without it on your sales center. Beat the rush; order yours today.

Sherwin Williams Paint - Effective August 1st all homes will officially be converted to Sherwin Williams. We have heard your complaints about the lack of Kelly Moore Paint stores in many markets, and that matching colors was very difficult. Sherwin Williams is the largest and most wide spread paint (ha ha) company in America, with stores in every market. We also updated our color choices for those of you who are color blind as I; we have added suggested color coordination on the back of each color chart.

Throne fit for a king - Elongated Commode and Seats - Now you can (ha ha) assist those *doublewide** customers who want a larger commode with our new Elongated Commode option at $75.00 bucks a head. This will give you an advantage with the physically challenged, or those who want the privilege of a large resting place in their bathroom. * *Also available in single section homes.*

Lancaster News

Brian Shaw

New Models Taking Off

The 695/696 and the Hot Wheels 688 are starting to retail. We have received many great comments from all of you about the styles of the new models. The 688 is designed to capture the Fleetwood market that you have asked us to help penetrate. The 695/696 let's you offer maximum flash for your customer's investment with a very good floor plan. You wanted a two bedroom, now you have it!

New Decor for Fall

The Windsor Decor is now available just in time for the fall season and the tail end of the summer. This will make the fall season feel like summer time again! You think the Callenta's hot, check out this decor! It replaces the existing Cordova Decor and features blue denim carpet, Galaxy blue ceramic tile, and Artasia mat finished marble blue countertop. Windsor can also be matched up with the Raspberry carpet. Samples of the Windsor decor are being sent to you today via U.S. Mail.

New Country Kitchen

What else is Lancaster cooking up? The Country Kitchen. We have already

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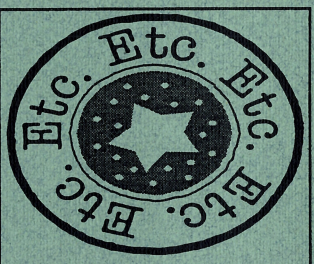


Tyler's **David Fortride** took the knowledge he acquired at Schwep's recent training seminar and immediately put it to work on the sales floor. The results? He closed two "hanging" deals along with two brand new ones. According to David, the most important tool he applied was the interview sheet, which was the key to finding the objections up front. It also allowed him to focus his customers on only one or two homes... the houses in which they would actually have an interest. Way to go, David.

Promotions Department... New Iberia's **Lou Pommier** has been promoted to General Manager of the surging new location. He is a veteran of the bayou market and is guaranteed to make a big impact for Nationwide. Also, **Leon Wilson** has been named General Manager of Nationwide in Bossier City. Congratulations to our newest managers.

New Additions: **Don and Becky Adam** are the proud parents of **Katelyn Adam**, a 9 lb 9 ounce (whoa!) baby girl born July 30th, 1995. Congratulations!

New Monthly Column!

TIPS FOR INCREASING SALES THROUGH BETTER MERCHANDISING

by Nancy Cantu
Interior Designer for
American Homestar

Proper merchandising can be a powerful tool that can help turn your location from a sales lot to a "Model Home Center," a place where they can actually visualize themselves in one of your houses. Keep in mind these ideas when merchandising your location....

1) RULE #1 - Always keep your grounds, office and model homes very clean. No amount of merchandising can overcome the negative response a customer will get from a dirty home.

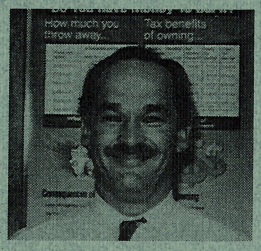
2) Place walkways that lead from the parking lot to the sales center, to and through the display of model homes and back to the sales center with ease and no confusion.

3) Professional Landscaping can transform your lineup of homes into a "community setting" or a "secluded private property setting." A customer will picture themselves living in the home before they ever see it!

4) Electricity to your homes will provide exterior as well as interior lighting as well as heat and air conditioning. Remember, a light filled home is inviting and spacious.

Look for more hints in next month's column

ASK TIM



Instant Granbury's Tim White

Tim White is the #1 Salesperson in the company and has agreed to share his wealth of knowledge with his fellow sales professionals.

Question: What are the most important daily tasks that have propelled you to #1 in the company?
Steve Gassaway - *Sales Manager in Seguin.*
Answer: Winning is about attitude. Every day I go through the following checklist:
1. Close the customer, no matter what they say.
2. The Salesmaker system is the best in the industry; use it! Work the system and play the odds.
3. Today I have something to prove.
4. Don't settle for second place.
5. Use Tracker to stay on top of your customers.
6. Be first on the location, first in rotation.
7. Do the same thing, the same way every time.
8. Stay focused on your monthly goal.
9. Keep your name in front of your customers.
10. Don't practice on losers. Focus on "do-able" deals.

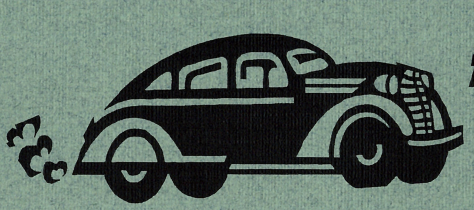
Winning is about attitude. I work for recognition; that's what I work for every day. The respect and recognition of my peers keeps me focused. If I do all these things the money will follow. Commitment sums it up; winning is all about attitude. **I love the daily grind!**

Race Tightens for Most Profitable Lot

Schwartz and Company Cling to First...

Dave Schwartz *had another good month in July and has, by a very small margin, held onto the number one spot, but two lots are breathing down his neck...*

David "Shelter" Shetler *and his staff of super pros proved that last month was not a fluke with more fantastic production in July.*



The Women love him, the men envy him, he's **Jim Clark** *and his team in Tyler is only $100 behind Mesquite and is poised to shoot to the top!*

CRUISE NEWS

The ship is docked, the bags are unpacked, the pictures are developed and lives are getting back to normal after one of the most successful and enjoyable company trips in recent memory.

There were many highlights, including an exciting helicopter ride to the top of Mendenhall Glacier, Chuck Carney, Sr. taking first place in the annual Blackjack Contest (of course!), Sherry Reynolds (wife of Bruce) knocking the passengers off their feet with her singing in the talent show, and many wonderful nature and fishing excursions.

The cruise was unique in the respect that most of the travel was through the majestic inside passage, so there was almost always a beautiful view and smooth seas.

Rumor has it, the *Powers that Be* are already working to decide on a destination for next year, so stay tuned to this newsletter for more information.

Lancaster News

Continued...

What's Happening at the Plants...

received retail orders on the Country Kitchen option. Please keep in mind the Country Kitchen option is available in all three decors: Lodgewood, Cilantro Callenta and Windsor. The Country Kitchen option is only available with the optional Silveroak Package. As always, samples are in the mail.

Discontinued Decors

Firestone and Cordova decors are no longer available for stock units. However, these two decors are still available to customers on a first come, first serve basis until we run out of the materials in the plant. Please keep this in mind whenever ordering a house with the customer.

Discontinued Countertop Selections

The following countertops are no longer available, discontinued, capoot, finished, out of here: Spring Granite, Larkspur, Lavende, Verdigris, Blue Hirado, and Purple Hirado. The following list includes all new and existing selections: Berry, Nile Dorian Marble, Artesia, Wildrose, Symmetry, Blush Nebula, Teal Nebula, Illusion, Midori, Brittany Blue, and Blackstar Granite. Please check to see if you have all countertops on your sample ring. There are eleven selections in all.

Exterior Reminders

Kelly-Moore exterior paint is no longer available. We are now using the Sherwin Williams top quality exterior paints. The sample chart of the Sherwin Williams paint is very useful. On the front side are the sample colors of the new paint selections and on the back is a color chart that matches the different paints together for you and the customer. These were mailed out in our last newsletter, June 22, 1995.

We are proud to announce that Clad board shutter treatment will be standard on the front and hitchend of all multisectionals and standard on the hitchend on all singlesectionals. The Accent trim treatment will no longer be available.

The metal siding on all singlewides will have the woodgrain main body (Oakwood or Slatewood) with the solid wainscot (Clay, Almond, or confederate Gray) and white trim. Please keep this in mind when showing a customer a unit that has the Solid main body look. Unless specified, we will be using the new look on all metal siding.

BURLESON STAR NOTES

by Glenn Meier

Glenn Meier is the Sales Manager of American Homestar in Burleson and was given most of the credit for the reunification of Germany.

Burleson Star Notes by Glenn Meier

Greetings from the outskirts of beautiful downtown Burleson. You will be pleased to know your Burleson plant is alive, and thanks to your efforts, we are continuing to produce quality homes at our highest ever production rate.

"Life is Good"

The new Lifestyle series continues to make a major impact in the market. With the Model 750 selling under $42,000, you can compete with any 3 Br, 2 Ba home on the street and still give your customer 100% tape and texture. Where else can you get a kitchen with almost 17 cu. feet of counter space and 28 cabinet doors and drawers at this price? Only from American Homestar in Burleson!

September Training

Live Large, Baby

DATE	START TIME	DAYS	LOCATION	COURSE #	SUBJECT	TYPE	INSTRUC-TOR
09/05/95	8:00 & 1:00	1	Odessa	366	Closing the Sale	Sales	Carr
09/06/95	8:00 & 1:00	1	Albuquerque	366	Closing the Sale	Sales	Carr
09/07/95	tbd	1	Lancaster	N/A	Business Mgr Training	Bus. Mgr.	tbd
09/11/95	9:00 AM	1	Tyler	416	Telemarketing	Sales	Schwep
09/15/95	9:00 AM	1	Houston	410	Finding & Hiring Sales People	Mgmt	Schwep
09/12-15	8:00 AM	3-4	Lancaster	Basic 101	Basic Sales Education	Sales	All
09/22/95	8:00 & 1:00	1	Lancaster	360/360	Pre-Approach and Telephone	Sales	Carr

Secrets of Telemarketing

Lanette Carpenter

Secret #2 - When Telemarketing doesn't work - "The Pitfalls"

It has been my experience that without training on telemarketing, the majority of salespeople will do the exact opposite of what works. I don't know why. I just know that over and over again, I find this to be true. So I started documenting these reoccurring mistakes and came up with some general problem areas. I call these areas "pitfalls" because they can devastate any sales center's telemarketing effort.

Don't Rush Things...

One of the pitfalls is the "Rush for the Appointment." It is a mystery to me, but with few exceptions untrained salespeople feel they must get on and off the phone with a prospect in 30 seconds. To illustrate how destructive this can be, I'll share this story. I arrived at one of our sales centers and a very enthusiastic young man meets me at the door and says "I have three appointments scheduled for today off of line ads!" I responded "that's great, call me tomorrow and let me know how everything turned out." The following day I heard from him. "Well, they all stood me up. I waited and waited and none of them showed." So I suggested we role-play how he set the appointments. Unfortunately, he was trying to shortcut the process. I explained to him that he had invested little time and energy into the "Sale of the Appointment" and the sale fell through as a result. The sales of the appointment is no different than any other sale. It takes time. There is a process and when you try to shortcut it, you fail.

They are Worth Your Time...

Another common pitfall is the "Prove to me you're Worthy" approach. Salespeople who fall into this trap become their own worst enemy. Their intent is to weed-out the undesirable callers by asking credit questions, but in doing so they offend the viable prospects that can and will purchase a home from someone. So who do they end up bringing in? The unqualified caller. Why? Because they will come in to see anyone who they think might be able to get them bought. To keep from falling in this pit, never initiate credit questions over the phone. If they want to talk about their credit, than they have given you permission to pursue that line of questioning. Otherwise that question is "off limits" on the phone.

To summarize, treat every tele-prospect as if they are the best prospect you will ever talk to. Also, remember to slow down. Take your time with your tele-prospects. It will be worth the extra effort.

Burleson Star Notes

Continued...

American Homestar in Burleson - Your Ticket to Ride

"Who is That?"

We recently hired 2 gentlemen to represent us in our outlying open market areas. The idea is to free up more time for Sam & Kelly to spend with you on training and sales. **Ted Williams** will handle Colorado, Kansas, Nebraska, and points North. Ted lives in Colorado and has an extensive manufactured housing background. **Jerry Buerger** will handle the balance of the open markets. Some of you will know Jerry from his most recent assignment at Ahern Homes in Louisiana. Others will remember him as part of the Nationwide team at "Boss Man" **Don Simonson**'s Sales Center in Lancaster. You may never talk to these guys, but isn't it nice to know they are there?

"Just ask Mike"

The new voice on the phone telling you your home is ready for shipment (or not ready for shipment) belongs to a young man we are very pleased to have joined the Burleson sales team. **Mike Barnett** has been with us for 2 years in our production department. Most recently he was a production coordinator and human resource liaison. We found he had far too much moxy to be in production and drafted him into the sales department. I know you will enjoy working with him. Mike is eager to help, so call for literature, samples, shipping questions, etc. He needs to feel wanted.

Keep those cards, letter and orders (especially the orders) coming in folks. Remember, support your company! Just say NO to other manufacturers! See you in Cabo! Hasta las vista, amigos!

Views from the Cruise

Pirates and Stowaways

Members of the Homestar Group check out the view of beautiful Glacier Bay, Alaska.

Standing... C.J. Wilson, Tom Wilson, Reeda Speck, David Shetler, Greg Burnett Standing... Chuck Carney, Jr., Kevin Burnett

(l to r) Dave Whitson, Jim Fallon and George Cooper try to explain manufacturing to Buck Teeter (2nd from Rt)

Sherry Reynolds and Butch and Pam Newman enjoy the gorgeous views of the Inside Passage