

STRUCTOGRAM® facilitates active selling

A look into the stories of our brain – and then into those of beautiful houses

By Ronald Roggen

Purchasing or selling a real estate object presents an important and often once-in-a-lifetime decision. Betterhomes, a high flyer in real estate procurement and placement, finds direct access to its customers – with system.

Cyrill Lanz, SB Chairman and Director of Sales at Betterhomes, is an achiever with a knack for measurable success. Having received numerous awards during his training, Lanz now emphasizes the importance of a disciplined approach towards all of one's professional duties – and this is one of the company's key success factors.

The company targets proficient account management, from the moment the address of a potential customer is recorded – all the way through to the successful sale. The first step is an entry into the database, which is promptly followed by a telephone call from the Call Center to arrange a meeting. These are by no means trivia – and certainly no mere technicalities!

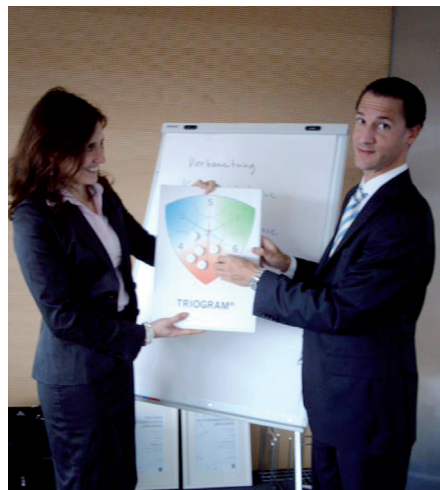


Lending an ear to its customers – the Betterhomes Call Center in Zurich.

The individual comes first

Arranging a successful "on-site appointment" requires the real estate consultant to exhibit two prerequisites: expertise and social competency. Both can be learnt.

Expertise – i.e. fundamental knowledge of marketing and financing a real estate object as well as the relevant legal aspects – constitute the basic outfit of any professional consultant.



Cyrill Lanz, Director of Sales, Betterhomes

Consultants require an understanding of others as well as professional training in order to differentiate between various customer types, for instance those who 'go by their gut', those who should best be addressed in a factual and rational manner and those who act on the spur of the moment.

In order to ensure that Betterhomes real estate consultants achieve enduring success, they are trained pursuant to the three-level "immochallenge®" training system which Lanz himself developed. As a trainee, each new field agent completes the three stages "Basic", "Advanced" and "Professional" during a one-year, part-time professional training course with an integrated internship. A central element of the "Basic" Module is learning to understand oneself and others. Betterhomes founds this part of its training on the STRUCTOGRAM® Training System.

The path through the brain is the path to success

By taking account of the relative influence exerted by each of the three brain regions, i.e. brainstem, limbic system and neo-cortex, Structogram is able to reveal the individual, genetically inscribed basic structure of an individual's personality.

One of the consequences of this for practical business is that it enables consultants to identify their customer's basic structure while conversing with them. This in turn allows them to make a personalized offer which is perfectly tailored to suit the customer's unique personality. This means that very general rules of conduct are replaced by a focus on the unique personality of each and every customer. And this shift in focus begins with the first contact call from the Call Center.

Betterhomes

Betterhomes AG is very well established in Switzerland and Austria. It has a solid clientele base and such remarkable growth rates that Betterhomes already ranks second among Switzerland's real estate agencies. The company currently engages over 100 employees and manages 1,200 real estate offers in Switzerland alone. Immochallenge®, the training system developed by Betterhomes, takes particular account of the unique personalities of both customer and real estate consultant. The Swiss service center is located in Zurich. Cyrill Lanz is the company's co-founder, SB Chairman and Director of Sales.

www.betterhomes.ch

"immoplus®", the procurement and placement system

Structogram know-how enables real estate consultants to successfully implement the Betterhomes "immoplus®" sales service strategy. "Immoplus" comprises three modules: Marketing Package, Expertise and Service Guarantee.

The customers, i.e. real estate sellers, would like to sell their objects as quickly as possible at the best possible price and favorable conditions. Concentrated marketing efforts, specialist know-how and full service customer support all constitute key factors within real estate consulting. The question of how to "portion" this mixture will strongly depend on the customer's personality. Regular status reports for instance, may reassure one customer but aggravate or bore another. Trained real estate consultants identify the seller's personality structure and are able to offer the perfectly tailored service mixture.

Prospective buyers also have their own unique personalities. Affinities usually circumscribed as "subjective tastes" actually constitute an expression of peoples' individual personalities. This is why a traditional, homely house will hardly satisfy the desires of a sober, rational individual. Betterhomes real estate consultants quickly identify the buying motives of prospective buyers and are thus able to select the most suitable objects right away and spare all parties unnecessary additional strain.

The Structogram Training System also facilitates and improves communication.



Learn – practice – apply: find direct access during the customer consultation

One of the reasons is that Betterhomes executives manage their employees in accordance with their individual personality structure. This enhances mutual trust. Moreover, it also allows tasks within a team to be allocated in a more targeted, skill-oriented manner, while enhancing inter-personal communication.

The upshot of the above is that the real estate consultant learns how to offer his/her real estate services in a tailored, personalized manner in accordance with the individual personality structure of the respective prospect. It begins with a careful, detailed analysis and ends with a notary stamp and smiles all round. First a look into the stories of the brain, and then a look into the stories of the real estate objects.

The consummate implementation of customer-oriented business operations pursuant to the Structogram Training System has proven a significant factor of Betterhomes' success.

STRUCTOGRAM® Training System

During the Seminar "The Key to Self-knowledge", participants learn to recognize and interpret their own biostructure – Including their individual strengths and limitations – by means of the Structogram.

During the Seminar "The Key to Understanding Others", the participants learn to identify other peoples' biostructure on the basis of the Triogram – thus optimizing their social competency.

During the Seminar "The Key to Understanding the Customer" participants learn how to sell the same product to different customers in a „different" manner and how to achieve and maintain customer loyalty.

www.structogram.com



emotional, flamboyant



traditional, homely



factual, functional