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The Customization Trap

A common complaint from builders is that they get involved in too many unnecessary customization requests. This slows down the sales process, wastes resources, typically turns happy clients into unhappy ones, and frequently doesn't even lead to the sale.

Dr. Barry Schwartz in the Paradox of Choice talks about overloading clients with too many decisions when he states:

“Too many choices often produce paralysis rather than liberation, and can create less satisfied customers.”

With that in mind, here three steps to avoid this usually unnecessary and counterproductive Customization Trap.

1: BUILDER STORY AND CORRECT VERBIAGE

a) *Brag about your wonderful home plans, architecture, and design.*

Own your place in the market, who you are and how that benefits your clients. It is so important that you define yourself upfront with your “Builder Story”.

b) *Explain your simple “One-stop-shop” process and the benefits of personalization.*

Share how your clients visit your Design Center and “Personalize” their home the way they would like it. Please notice the word is Personalization not customization. This is a huge

difference and, in the minds of most buyers, is really what they seek; to select their finishes so that their brand-new home will resemble the ones they have been salivating over on TV.

2: DEMONSTRATION

a) *Lead (Don't follow)*

Build value for all of your wonderful included features along with how they will benefit your clients specifically. The more you amplify what you include, the less they will worry about costly extras.

b) *Give Choices, Gain Commitments, and Take It to the Closing Table.*

Instead of waiting for clients to ask about upgrading

everything, please take control and give them choices of the five to six major decisions about which your clients normally care. These decisions include kitchen counters, cabinets, appliances, flooring, and maybe a structural choice or two.

c) Manage the Objections with Benefits.

If clients do ask about customization, instead of asking "What would you like to do?" which implies you are open to doing anything, instead ask the following question:

SALES GENIUS

"What would you like to accomplish?"

When they give you their response, you can share with them how you can give them what they want with one of your "carefully thought through and professionally pre-selected custom choices", or luxury options.

The simple distillation of all of this would sound something like this:

SALES GENIUS

"Jack and Diane, thank you so much for your request to customize the Heartland Model. We have found that when we used to offer complete customization like this, it would delay construction too long, the price was often too high, and, since we hadn't built it before, our homeowners were often very disappointed with the result.

However, we have a wonderful pre-designed luxury choice that I believe would accomplish what you seek, looks great, and would keep you on track both with your budget and move-in time frame.

Would it be okay if I show it to you?"

RECAP

- a) Sit down and recap showing their home with the predesigned custom selection which will accomplish their goals.**

"Never Negotiate on Your Feet, Always Close at Your Seat."

- b) Then simply.....Ask for the Sale**

These tips will help you handle unnecessary customization requests and allow you to sell more homes in less time at a much higher margin.

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