



ONLINE SALES COUNSELOR FORM

Candidate is judged by their creativity and responsiveness to customer inquiries, knowledge of all company communities and inventory homes, ability and willingness to drive traffic to communities, ability to convert prospects to buyers, enthusiasm and commitment to the home building industry. Candidate must be a member of the HBA or employed by a member company.

Candidate Name(s):
Company Name:
Telephone:
Candidate(s) Email:

Years in new home online sales: _____ Years with this company: _____
Total number of homes closed _____ and dollar volume of closed sales \$ _____ for the sales period 1/1/2017 and 12/31/17.
What was the percentage of time committed to the role of Online Sales Counselor?
What other responsibilities did they have?

Submitted by: _____	Title: _____
Company: _____	
Phone: _____	Email: _____

Please address the following topics in the entrant statement in 300 words or less:

- Unusual obstacles with sales, if applicable (product, location, price, floor plans, etc.):
- Innovative Ideas used in selling new homes
- Prospecting techniques
- Number of communities and sales agents supported in 2017
- Market conditions during the sales period
- Define the total number of leads/prospects managed, total number of appointments set & kept, and total number of assisted sales.
- What CRM did the OSC use?
- What was the average response time to new leads
- Describe the OSC follow-up process



ENTRY STATEMENT