



# NEXT LEVEL

Las Vegas, Nevada  
Oct. 17-19, 2007

*Sales Training*





VALUE PATH™

HOME SALES SYSTEM

A ServiceTrac Company



Plan Now to Attend

The 2007 Next Level Sales Training will begin at 8:30 a.m. on Wednesday, Oct. 17 and adjourns at 10:30 a.m. on Friday, Oct. 19. The fabulous Wynn Las Vegas Hotel and Casino is the site for this years Sales Training and events.

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[www.servicetrac.com](http://www.servicetrac.com)



VALUE PATH™

2007 Next Level Sales Training

Housing industries have once again come full circle. Now more than ever, we as customer service, sales and satisfaction executives and personnel must stay on the forward edge of progress, leading our companies through turbulent times and maintaining our vision for the future.

But what does the future hold and how can we prepare? Find out at this year's most interactive and educational conference: the **2007 Next Level Training**, hosted by ValuePath™ Home Sales System and ServiceTrac, LLC. You are invited to take part in three insightful days of the most invigorating Sales Training.



## ValuePath™ Philosophy:

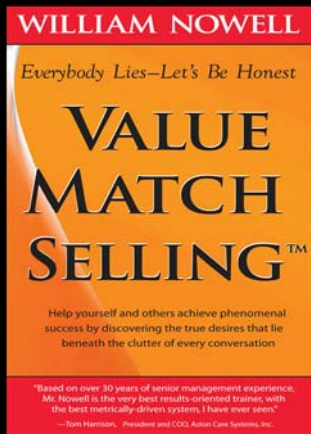
Based on over 24 years of customer service, sales, and satisfaction studies the ValuePath™ process and philosophy can be broken down into one simple, yet age old, adage "Walk In Their shoes".

In essence ValuePath™ Sales Training is based on the belief that we must strive to communicate and understand others' values not only as sales and customer service oriented personel but as genuine people who care for one another. It is within this philosophy that we have found a more effective and efficient pathway to discover others' values and needs and connect them with what we as housing providers have to offer.



## Presented by William Nowell

William Nowell, President and CEO of Scottsdale, Arizona-based ServiceTrac as well as author of the widely renowned “ValueMatch™ Selling – Everybody Lies-Lets Be Honest”, created the ValuePath™ method based on over 24 years experience in the sales and customer service industry as well as 15 years experience specific to the housing industry. As one of the industries leading Sales System founders, Will has developed a solid track record of helping communities in all parts of the industry from new home sales to 50+ and retirement housing helping companies across the country raise sales and improve customer satisfaction through sales training and mystery shopping. In addition, Will Nowell is a nationally recognized speaker and proud member of both the National Home Builders Association and the National Speakers Association.



*“Based on over 30 years of management experience, Mr. Nowell is the very best ‘results’ oriented trainer with the best ‘metrically driven’ system I have ever seen. Mr. Nowell is an expert, a leader within the industry and a quality individual whom I have grown to admire and respect. He will expect full participation by all who attend his training. He has proven to us time and time again his commitment to excellence and a willingness to go the extra mile, each step of the way with integrity and a vision towards positive results.”*

- Tom Harrison COO - Aston Care Systems

Wednesday | Oct. 17, 2007

8:30 a.m. - 9:45 a.m.

Our Industry - Where We Stand

9:45 a.m. - 10:00 a.m.

What Are the Gaps that Separate?

10:00 a.m. - 10:15 a.m.

Catered Break

10:15 a.m. - 11:30 a.m.

The ValueMatch™ Model

11:30 a.m. - 12:30 p.m.

Lunch

www.ServiceTrac.com

2007 ValuePath™ Training

## WHY VALUEMATCH™ ?

The ValueMatch™ Selling System addresses the gap that exists between the generally accepted selling process used in the housing industry (The Critical Path) and what actually happens in the industry between the sales representative and the typical customer. Over the last 14 years ServiceTrac has documented clearly that sales people who are well trained to go through the Critical Path, to build rapport, learn the customer's needs, present a solution and ask the Customer to buy, do not in fact go through the model at all. Instead the sales people generally abandon the sales process early in the interaction and allow the customer to control the conversation by asking questions which the sales person answers ultimately ending in a scenario in which the customer controls the conversation, limits the exchange of information and limits the sales person's ability to discover real value for the customer. Using the ValueMatch Model we will present several solutions that will increase customer rapport, shorten sales cycles and increase closing ratios.

*"It will change the way you approach new home sales and enable you to manage the sales cycle more effectively. Great course! Will is changing the way builders sell homes!"*

- Tom Dyer. Arizen Homes, Fort Lauderdale, Florida



## VALUEMATCH™ PRINCIPLES

In a recent study conducted by ServiceTrac, taking into account hundreds of interactions between sales representatives and customers, it was recorded that in any one interaction a sales person will talk 97.6% of the time and the typical customer only 4.2%. In other words the sales representative spends less than 1/20 of his or her time actually listening to discover needs and value and over 19/20 of his or her time talking while missing out on valuable opportunities. With over 14 years of research we have found that this type of interaction only results in a sales process that takes too much time, limits the companies ability to present the real inherent value in their product, lowers profitability and raises sales costs and even sets up customers for canceling the sales after the initial decision. The result in the industry is that now that the market is more challenging builders are experiencing long sales cycles, low closing ratios, higher incentives, higher sales costs and lower profits. With ValueMatch™ Principles we will introduce core values that will change the way we talk and improve the way we listen for value and need.

*"The ValueMatch sales approach not only gives you a proven process but a way to truly help someone and match their values!"*

– Roxann Rogers-Meyer, Immanuel Senior Living

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12:30 p.m. - 1:15 p.m.

Role Play / Practice Workshop

1:15 p.m. - 2:00p.m.

The ValueMatch™ Principles

2:00 p.m. - 2:15 p.m.

Catered Break

2:15 p.m. - 3:30 p.m.

Role Play / Practice Workshop

3:30 p.m. - 4:00 p.m.

Building Rapport Means Connecting  
Values

2007 ValuePath™ Training



Thursday | Oct. 18, 2007

8:30 a.m. - 9:45 a.m.

ValueMatch™ Model Review / Q&A

9:45 a.m. - 10:00 a.m.

The RCA of Selling

10:00 a.m. - 10:15 a.m.

Catered Break

10:15 a.m. - 11:30 a.m.

Sell To The Heart

11:30 a.m. - 12:30 p.m.

Lunch

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2007 ValuePath™ Training



## VALUEMATCH™ SELLING

The ValueMatch™ Selling Process has application to any one-on-one interpersonal communication; where the primary commercial application has to do with sales and customer service. At the heart of ValueMatch™ Selling is a unique listening model that has been described as a super power. The listening model is so powerful that it allows the sales representative to discover the core values of any customer. Using this skill in a sales application or customer service environment shortens the actual interaction and allows the sales or service representative to understand the core values at the heart of the interaction. Thus enabling them to quickly understand and present a solution that will satisfy the customer's needs.

"Value, practical, fun, thought-provoking and life-changing."  
- Michele Williamson, The Quarry Senior Living

# The VALUE PATH™ Commitment

- BUILD STRONGER RELATIONSHIPS WITH PROSPECTIVE HOME BUYERS.
- IMPROVE YOUR ABILITY TO EFFECTIVELY LEARN THE UNIQUE NEEDS OF EACH CUSTOMER.
- SELL AGAINST COMPETITORS BY POWERFULLY ARTICULATING YOUR ADVANTAGES AND DIFFERENCES.
- CONFIDENTLY MOVE CUSTOMERS TO THE NEXT STEP IN THEIR DECISION.
- MAXIMIZE EVERY SELLING OPPORTUNITY BY USING PROVEN FOLLOW-THROUGH TECHNIQUES.

*"It is a great new approach to new home sales. Will has a great delivery. The training was never boring."*

-Brian Bergerson, Ideal Homes, Norman, Oklahoma

Thursday | Oct. 18, 2007

12:30 p.m. - 2:00 p.m.

Role Practice / ValueMatch™

Principles

2:00 p.m. - 2:15 p.m.

Catered Break

2:15 p.m. - 2:45 p.m.

Catered Break

2:45 p.m. - 3:30 p.m.

The ValuePath™ Close

3:30 p.m. - 4:00 p.m.

Finding the Truth That Matters

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Friday | Oct. 19, 2007

#### NEXT LEVEL INDIVIDUALIZED REVIEW

8:30 a.m. - 9:30 a.m.

Managers Training #1

8:30 a.m. - 10:30 a.m.

Managers Training #2

8:30 a.m. - 9:30 a.m.

ValuePath™ Drill Training

9:30 a.m. - 10:30 a.m.

The ValuePath™ Close Training

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## NEXT LEVEL INDIVIDUALIZED REVIEW SESSIONS

As part of ValuePath™ Home Sales System Next Level Training our hope is to create a learning environment that will not only bring those unfamiliar with the ValuePath™ method into better standing, but to bring those who have adopted the ValuePath™ in the past to even greater heights. In order to accomplish this we have designed our final session to be oriented toward trainees' specific skill level and needs. Splitting off into Managerial and ValuePath™ Skill Sessions we make it possible for all in attendance to find help for specific needs whether it be reviewing the ValueMatch™ listening model, closing, managerial coaching, or sales management training.

## COMPLIMENTARY MYSTERY SHOPS AND CONSULTATION

Let us help you make the most of this conference by personalizing the training. In an effort to create a more effective learning environment and help attendees know in which areas they can improve ServiceTrac, LLC will perform a complimentary mystery shop to be completed prior to the training for all who attend. We will then provide personalized coaching using these shops on the last day of training.





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2007 Next Level Sales Training

PLAN NOW  
TO ATTEND

OCTOBER 17-19, 2007

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*Wynn* LAS VEGAS

Hotel Reservations: [www.wynnlasvegas.com](http://www.wynnlasvegas.com) | (888) 320-WYNN





For the first time...

What happens in Vegas won't stay in Vegas.

Get Results With the ValuePath™ Home Sales System.



9188 E. San Salvador Drive Suite 205 | 800.951.6606 | [www.servicetrac.com](http://www.servicetrac.com) | [sfotu@servicetrac.com](mailto:sfotu@servicetrac.com)

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Registration Form

# The Next Level Sales Training

Wynn Las Vegas, Las Vegas, NV  
October 17 - 19, 2007



This form should be completed and returned, with your payment, to ServiceTrac, LLC no later than **October 3, 2007**  
mail: ServiceTrac, LLC 9188 E San Salvador Dr. Ste. 205 Scottsdale, AZ 85258 | fax: (480) 941-5246 | phone: (480) 941-3121 x202

## General information

Title:  Mr  Mrs  Miss  Ms  Dr  Professor

First name:  Middle initial:  Last name:

Organization:

Mailing address:

Zip Code:  Email:

Telephone:  Fax:

Additional notes regarding this registration:

Please state how you heard about the conference

Email  Web  Direct marketing  Other (please state)

## Payment *(All payment should be in US Dollars)*

**I wish to pay by check**  
I enclose a personal/company check made payable to Servicetrac, LLC for: \$

**I wish to pay by credit card**  
**Circle One:** Please charge my MASTERCARD / VISA / AMERICAN EXPRESS the sum of: \$

Card number:

Cardholder name:  Exp date:  /

Mailing address:   
(if different from above)

Cardholder signature:  Zip Code:

Date:

If for any reason it should be necessary for the payment to be sent separately from this application, the check/money order should be identifiable with the APPLICANT and Conference Name.

### Data protection

The ServiceTrac will use the information you supply for the provision and administration of its activities, products and services and for marketing. It may be necessary to disclose your information to service providers.

We may contact you by email or fax to tell you about activities, products and services that may be of interest to you. If you DO NOT wish to receive this information, please check this box:   
Your name, address and email will be passed on to exhibitors and sponsors at the Next Level Sales Training. If you do not wish your details to be forwarded, please check the box:

## Next Level Sales Training - Las Vegas, NV

Please complete the form by indicating your choice in the boxes and entering your payment in the column:

Registration*	Payment	Optional Selections	# Attending
<b>Early Bird: by Friday August 17, 2007</b> <input type="checkbox"/> One Attendee \$1095.00 <input type="checkbox"/> Three or More Attendees \$995.00 <b>Standard: by Wednesday October 3, 2007</b> <input type="checkbox"/> One Attendee \$1395.00 <input type="checkbox"/> Two or More Attendees \$1195.00 <input type="checkbox"/> Three or More Attendees \$1095.00 <input type="checkbox"/> Returning Graduate \$995.00 <p style="text-align: center;">(All prices are per person rates)</p>		<input type="checkbox"/> Mystery Shop <i>(conducted prior to training)</i> Included <input type="checkbox"/> Day 3 Lead Management Training Included <input type="checkbox"/> Day 3 Sales Management Training Included <input type="checkbox"/> Day 3 ValuePath Drill Training Included	
# of Attendees	X		
<b>TOTAL PAYMENT</b>			

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

\*Tuition includes three days of ValuePath Sales Skills Training a comprehensive student manual/workbook covering all course material, inquiry worksheets, a certificate of completion and refreshments daily.

## Terms and Conditions

No reservations for accommodation, meal, or social events will be made if payment is not received prior to the start of the conference. All registrations received by the closing date will be acknowledged. If an acknowledgement is not received within 14 days, please contact ServiceTrac, LLC at 800-951-6606.

Cancellations in writing received before **August 17, 2007** will be issued a full refund. Cancellations made after **August 17, 2007** will be subject to an administrative charge of 25%. It will not be possible to offer any refunds on cancellations for accommodation, travel expenses or meals.

## Attendee Information

Please list the names and titles for all attendees.

Attendee 1:

Attendee 2:

Attendee 3:

Attendee 4:

Attendee 5:

Attendee 6:

Attendee 7:

Attendee 8:

Attendee 9:

Attendee 10: