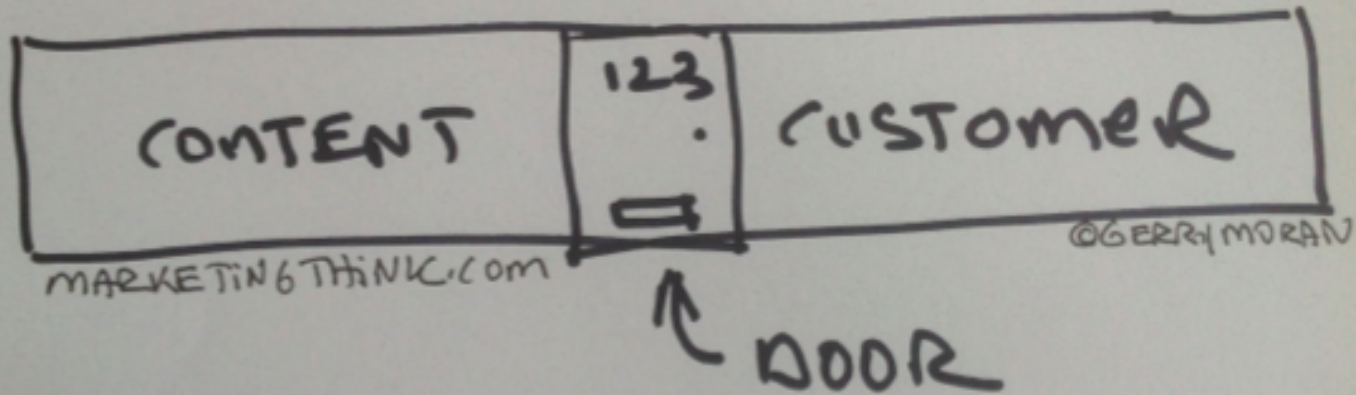




+ Content Selling:  
Tuesday Training



CONTENT IS THE KEY TO OPEN  
THE DOOR TO THE SALE!



**Marketing Think**

## Real-Time Housing Market Update

*Published by Altos Research & Real IQ*

**January 12, 2010**

The Altos 10-City Composite presents the most current perspective on housing market conditions across the country. The Composite **median price fell by 1.0% in December 2009.**

### **Highlights**

- The Altos Research 10-City Composite Price was down by 1.0% in December and 1.4% during the fourth quarter of 2009. For the full year 2009, the Composite Price Index showed an increase of 5.2%.
- The Composite effectively bottomed out in January 2009 at \$470,017, climbed throughout the first half of the year to \$509,030 in July before returning to a gradual downward trend and ended at \$494,426 in December. Prices are likely to continue showing modest declines throughout the seasonally weak winter months of 2010.
- Asking prices increased in just one of 26 markets - Miami. The previously strong California markets all showed price declines during December.
- The largest monthly drop in asking prices occurred in San Diego with prices falling 4.3%, followed closely by Salt Lake City which showed a 3.5% decline. San Diego also experienced the steepest quarterly drop in asking prices – down 7.3%.
- Listed property inventory declined in 24 of 26 markets tracked. The inventory declines were largest in Boston and the California markets of Los Angeles, San Francisco and San Jose.
- All markets except San Francisco had a median days-on-market of 100 or more in December. By far, the market with the slowest rate of inventory turn-over was Miami with a median of 247 days-on-market or more than eight months.

### **December Home Price Trends**

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## Altos Research June 2010 Real-Time Housing Report

2 messages

---

**Kevin Herzberg** <kherz77@gmail.com>  
Reply-To: Kevin Herzberg <kherz77@gmail.com>  
To: Scott Sambucci <scottsambucci@yahoo.com>

Mon, Jun 28, 2010 at 11:11 AM

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Thanks for adding me to the national reports distribution. The information is interesting and useful.

Anymore insight regarding the degree to which government incentives (low rates or tax credits) are contributing to the overall housing market performance? Also, what separate roles do Altos Research and Real IQ perform in producing the Housing Market Update?

Talk to you soon.

Kevin

# This is "Content Marketing"

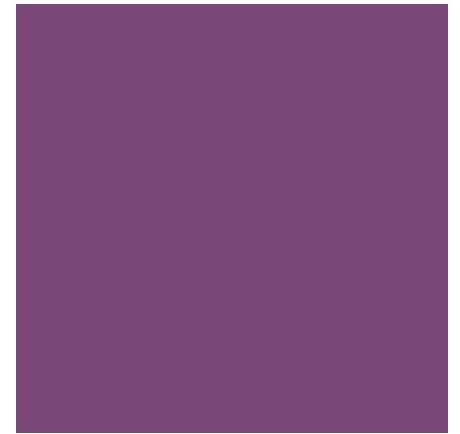




This is "Content Selling"







+ Why is this important?



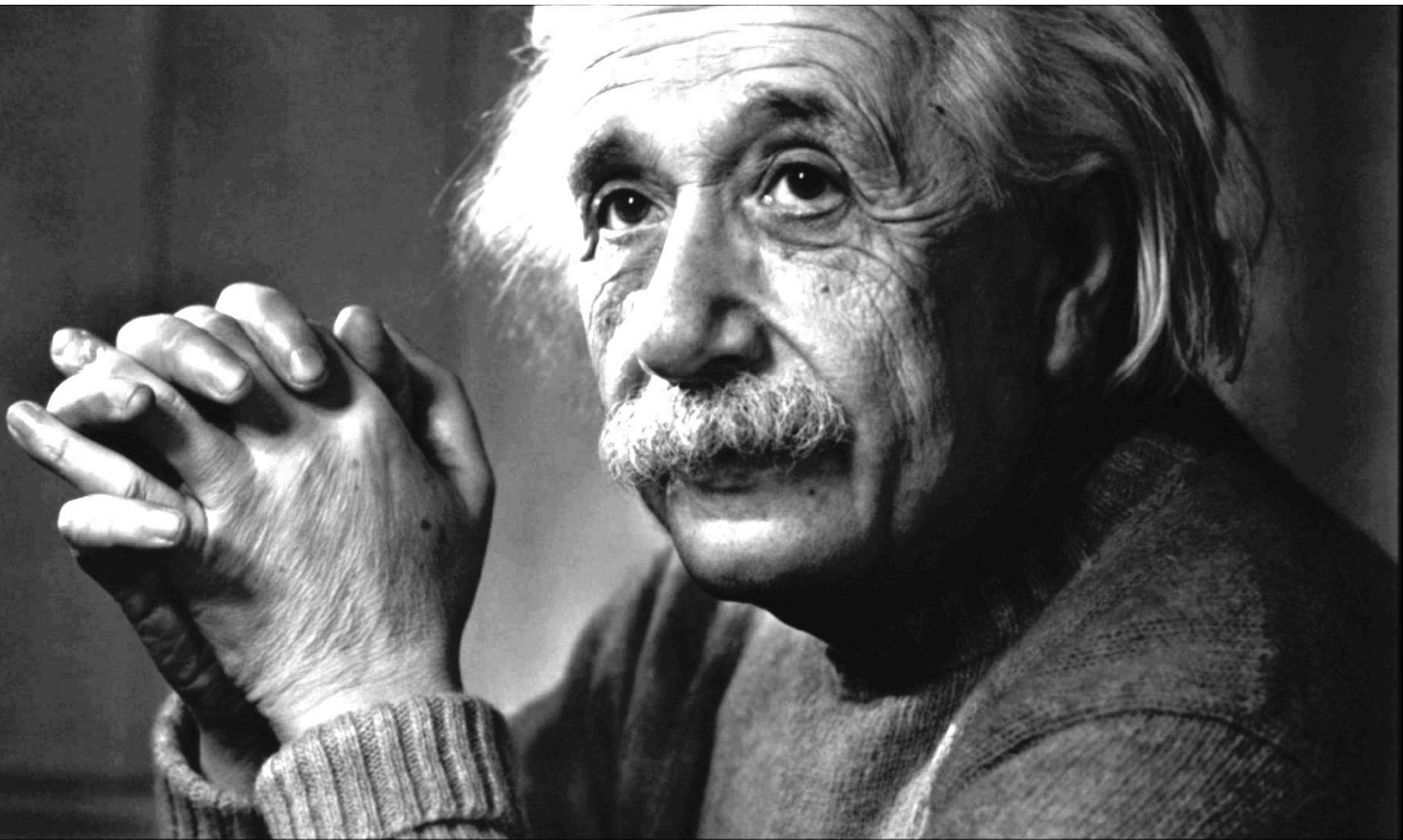
# 1. Convert leads. Fast.



## 2. Permission-based selling



# 3. Thought Leadership



# 5 Key principles



# 1. Content Selling ≠ Content Marketing



vs.





+

Think:

ACTION





## 2. Focus on Problems, not Products



+

Think:

CUSTOMER



# 3. High Value



+

Think:

INSIGHTS





# 4. Take a stand



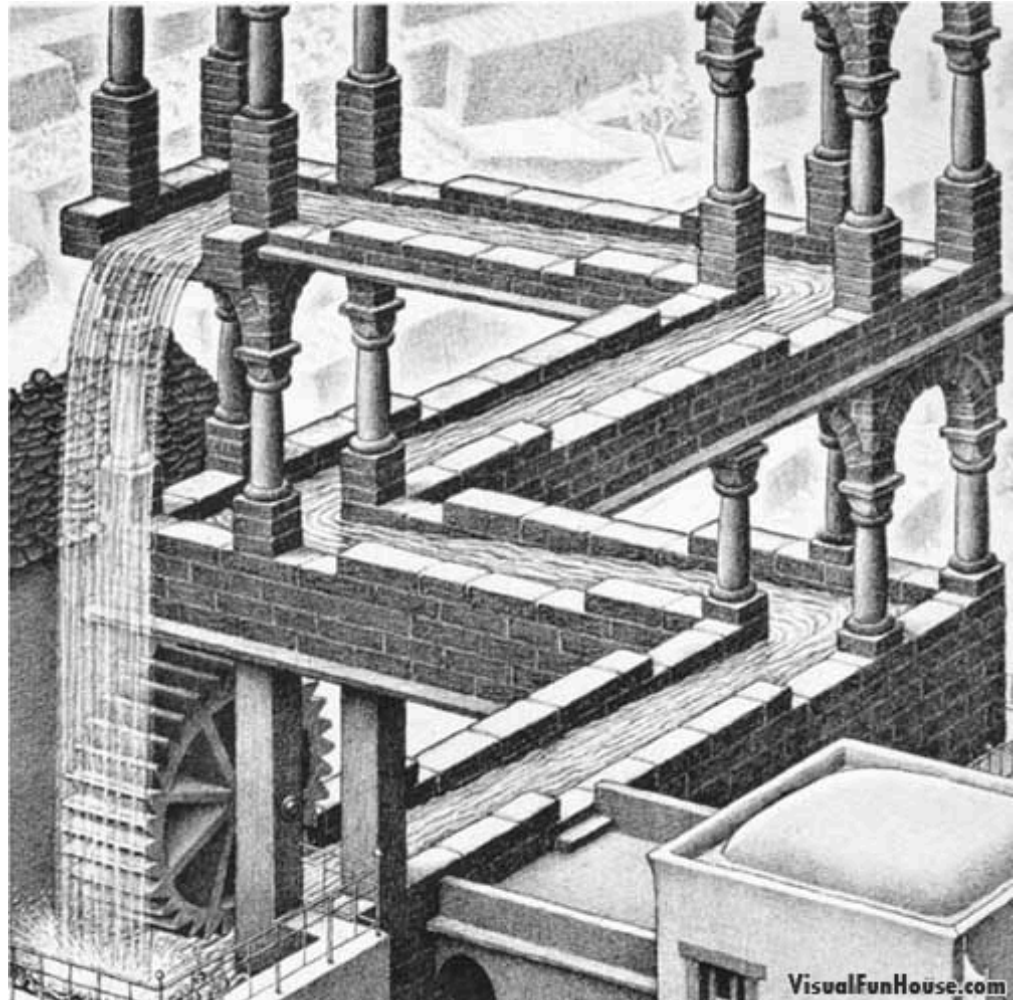
+

Think:

EVIDENCE



# 5. Teach a New Perspective



+

Think:

AUTHORITY



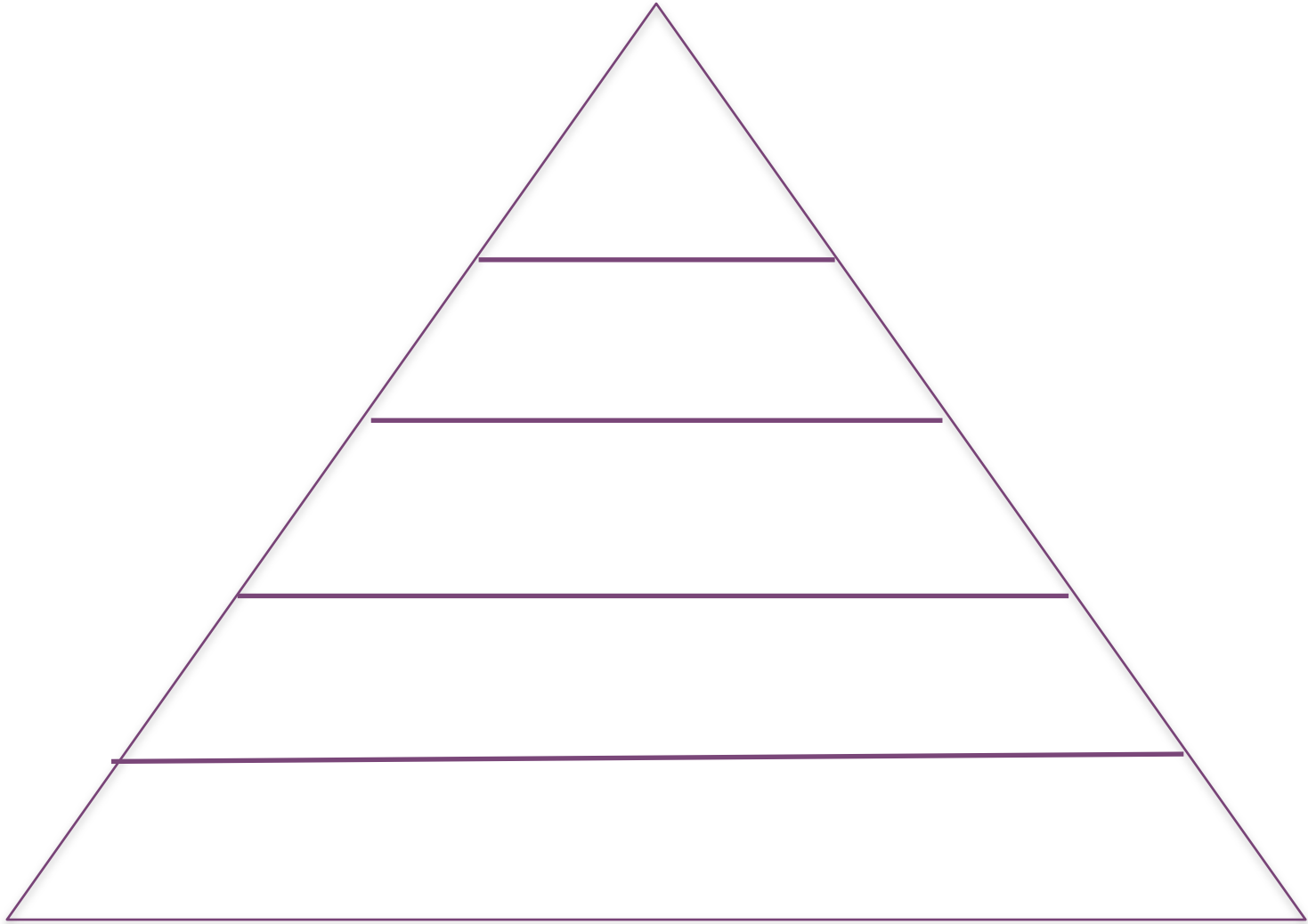
# 5 Key principles



1. Action
2. Customer
3. Insights
4. Evidence
5. Authority

Let's build a model...

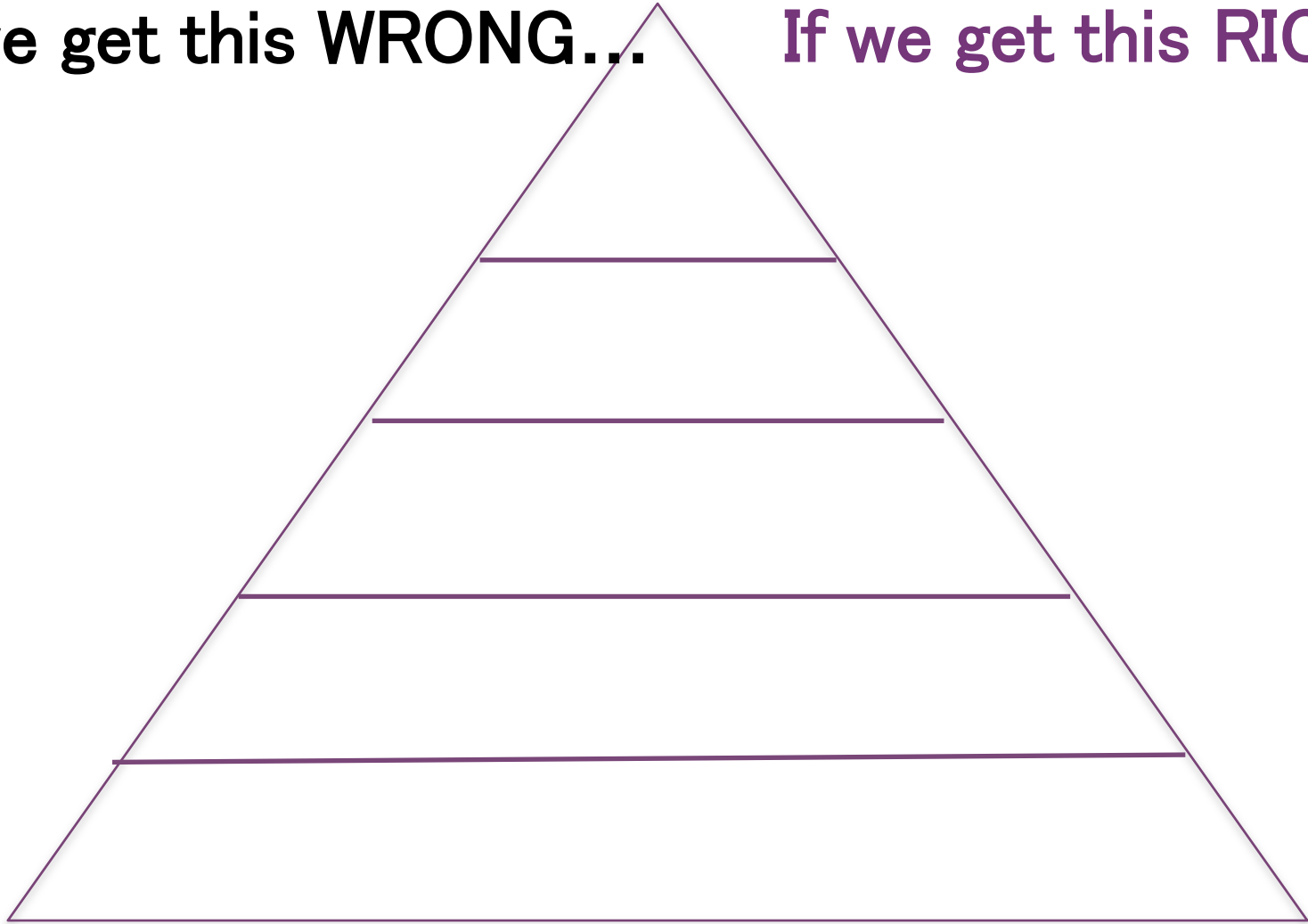






**If we get this WRONG...**

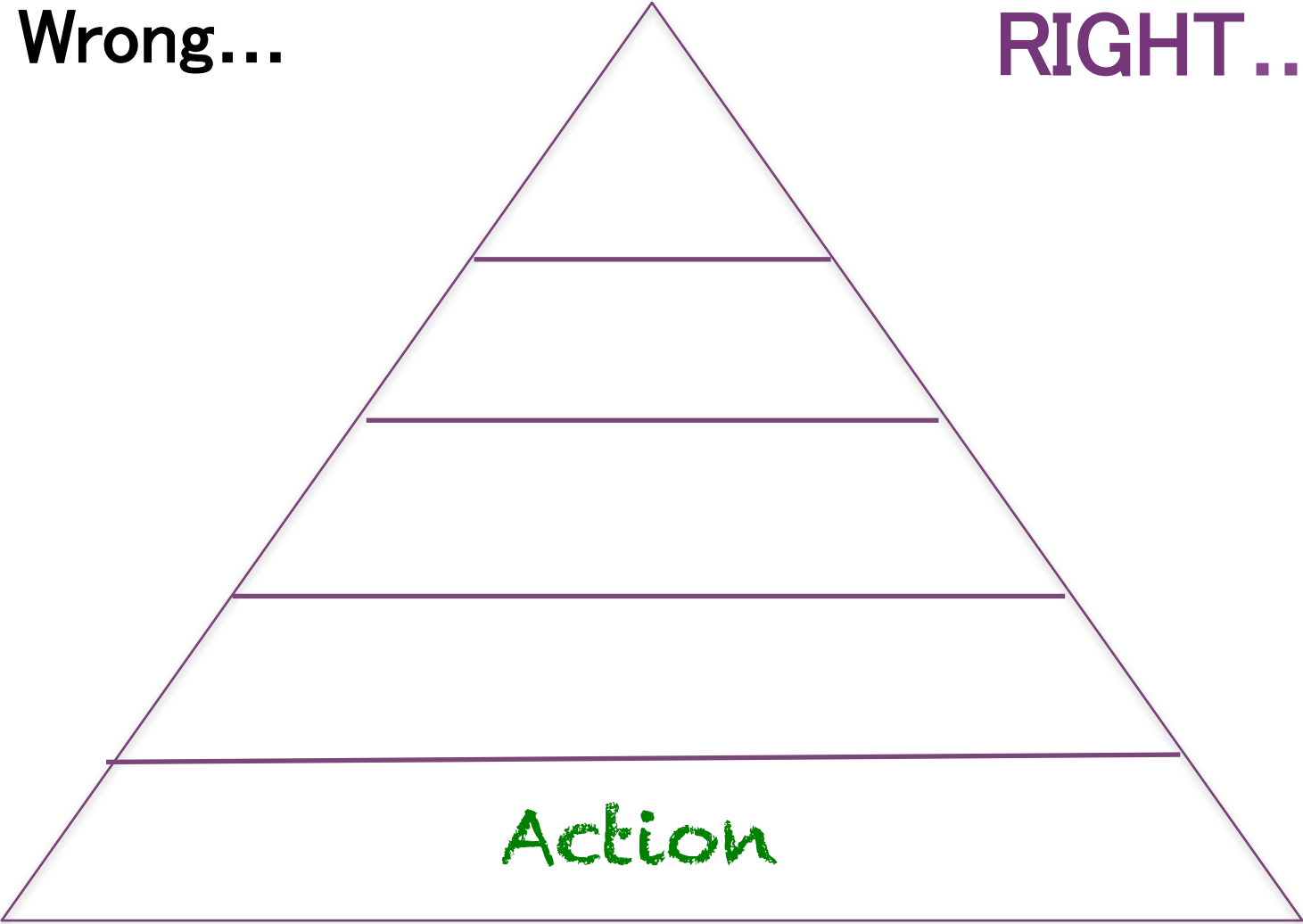
**If we get this RIGHT...**





Wrong...

RIGHT...

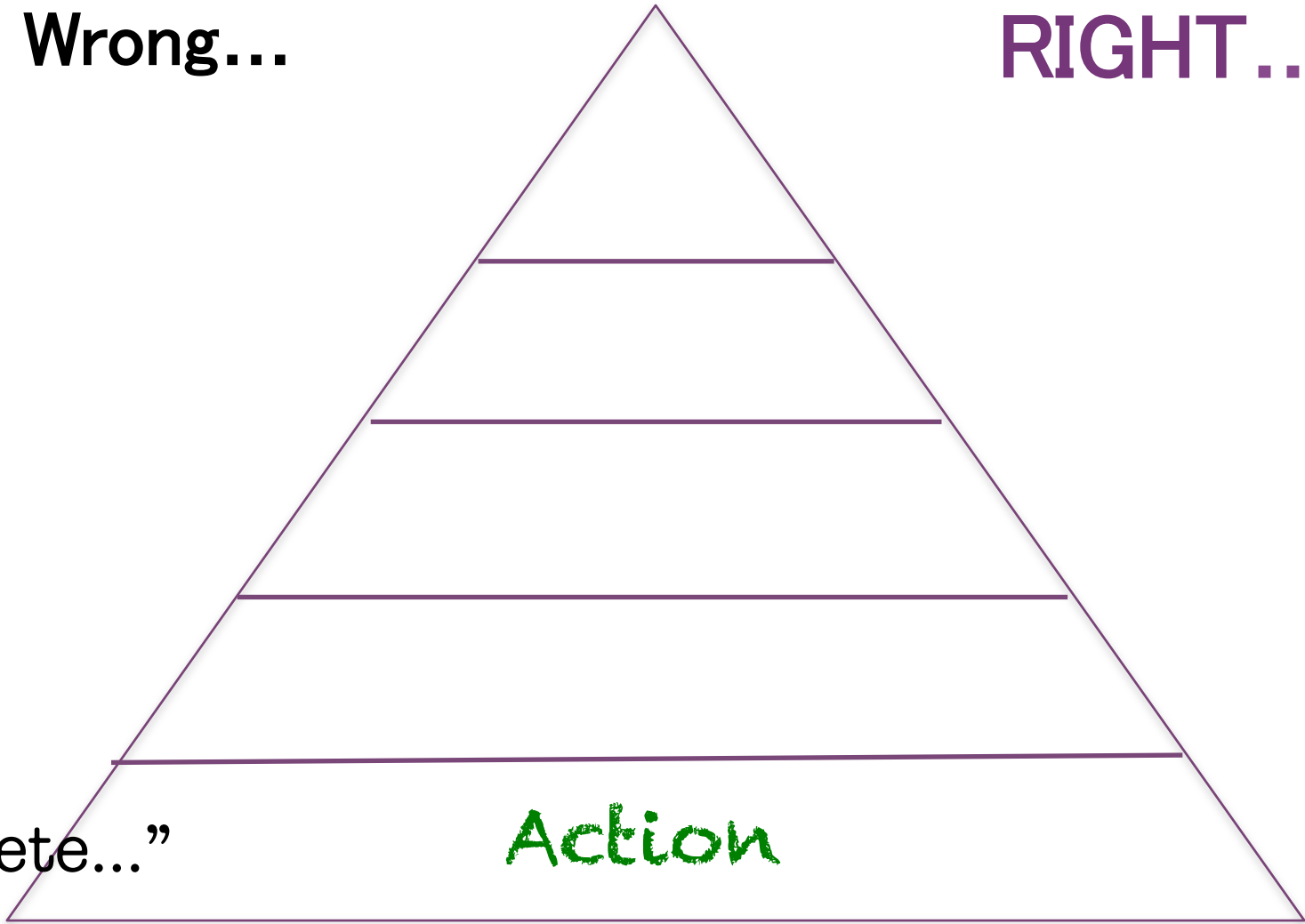


Action



Wrong...

RIGHT...



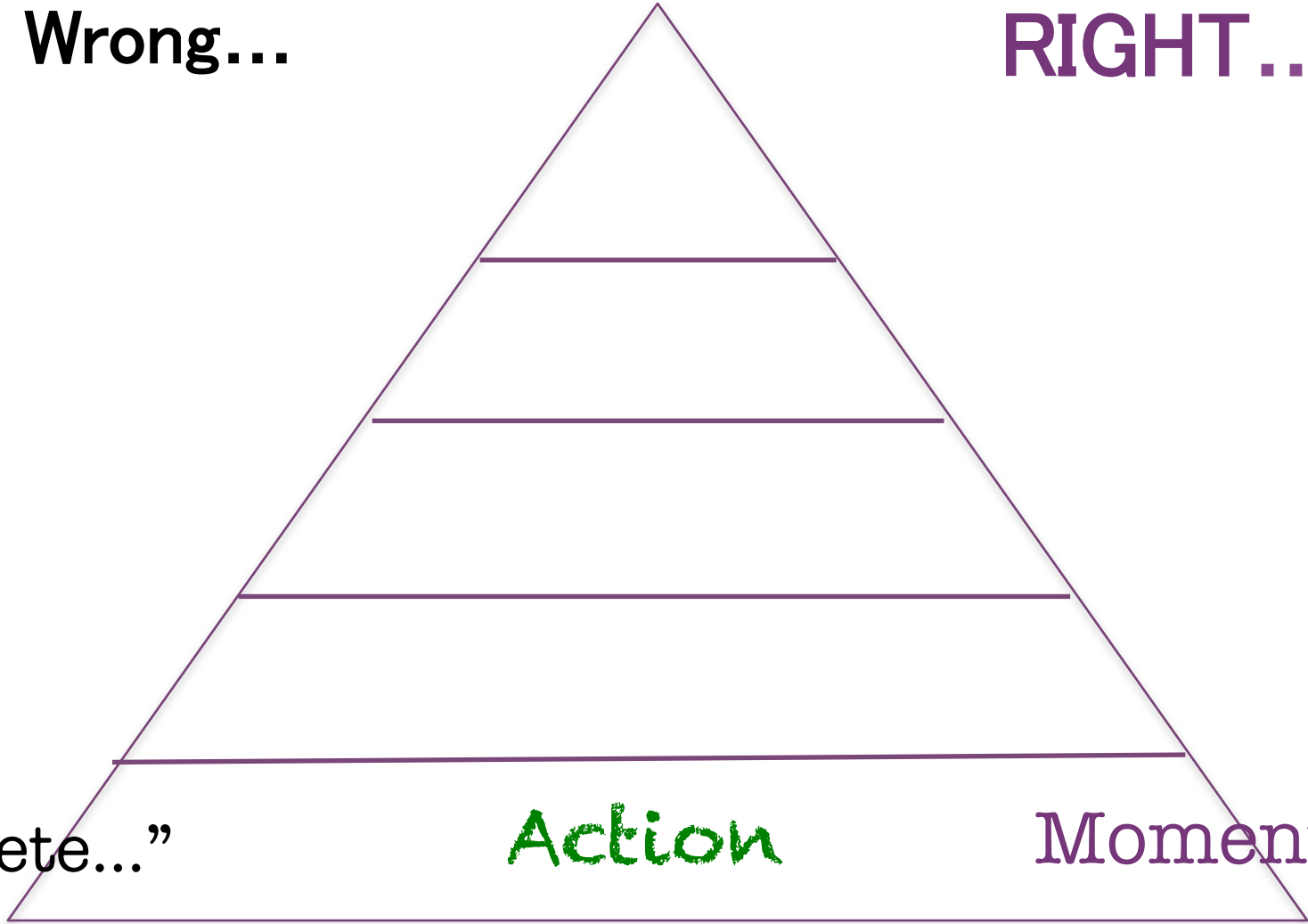
“Delete...”

Action



Wrong...

RIGHT...



“Delete...”

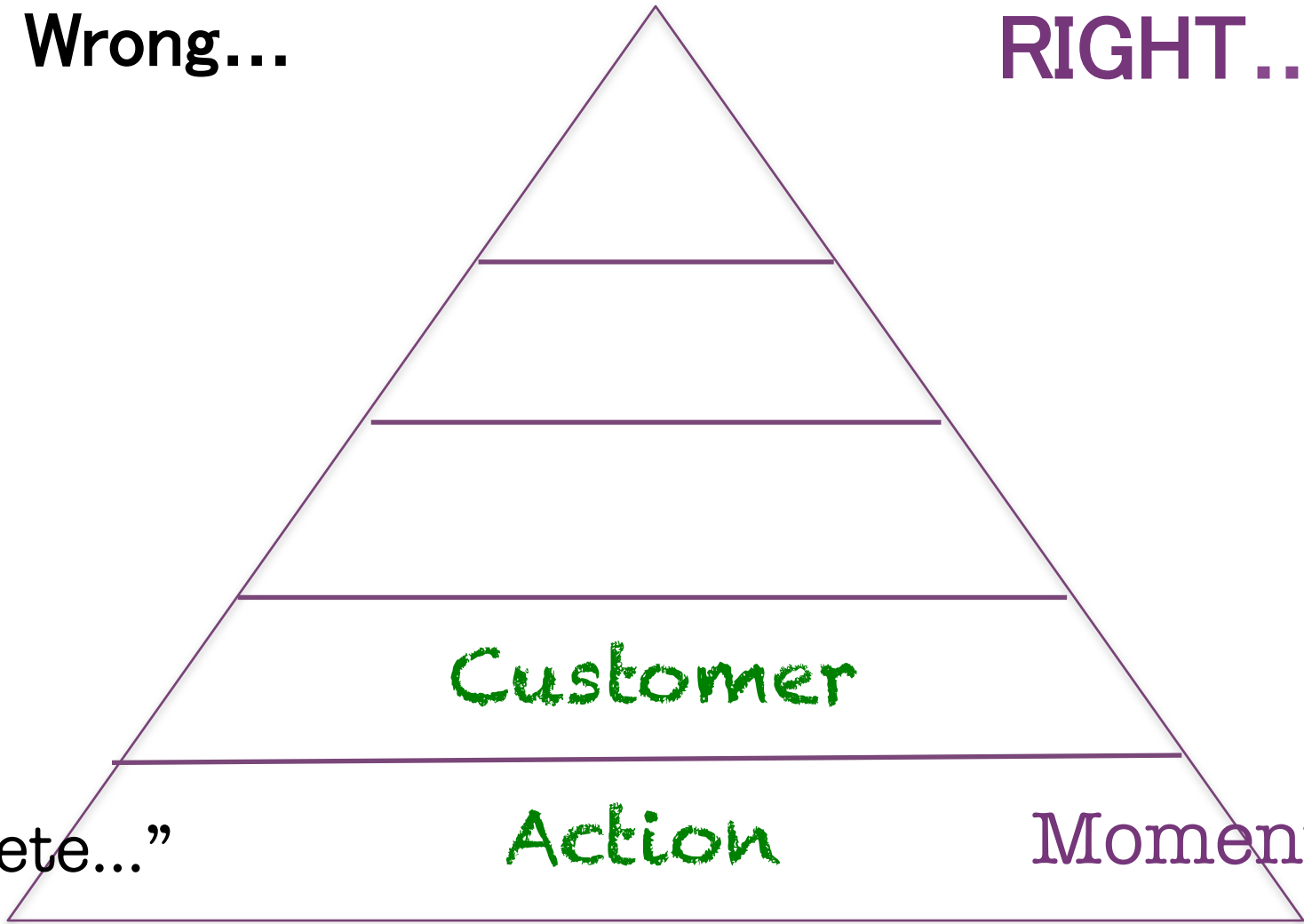
Action

Momentum



Wrong...

RIGHT...



"Delete..."

Action

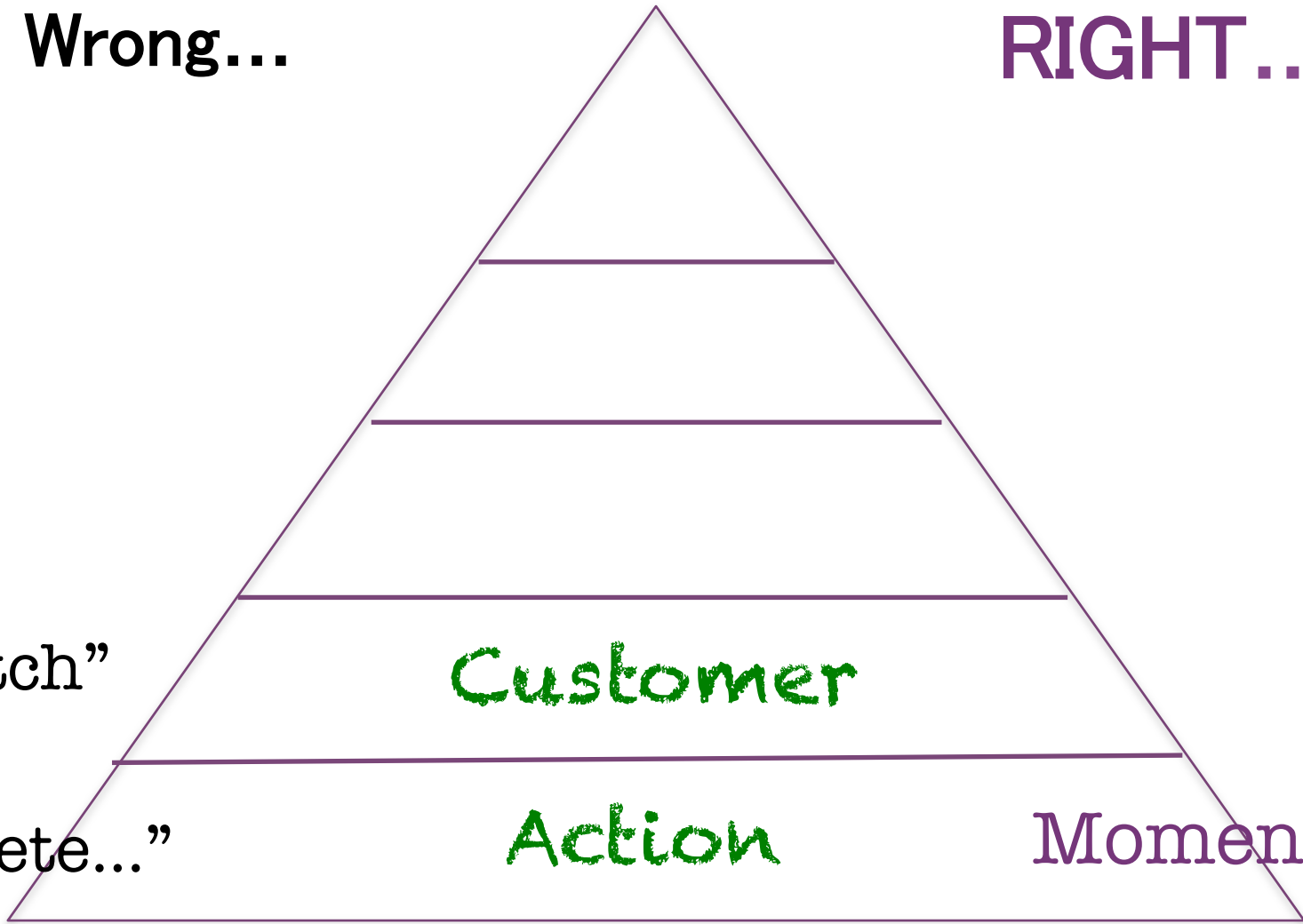
Momentum





Wrong...

RIGHT...



“Pitch”

Customer

“Delete...”

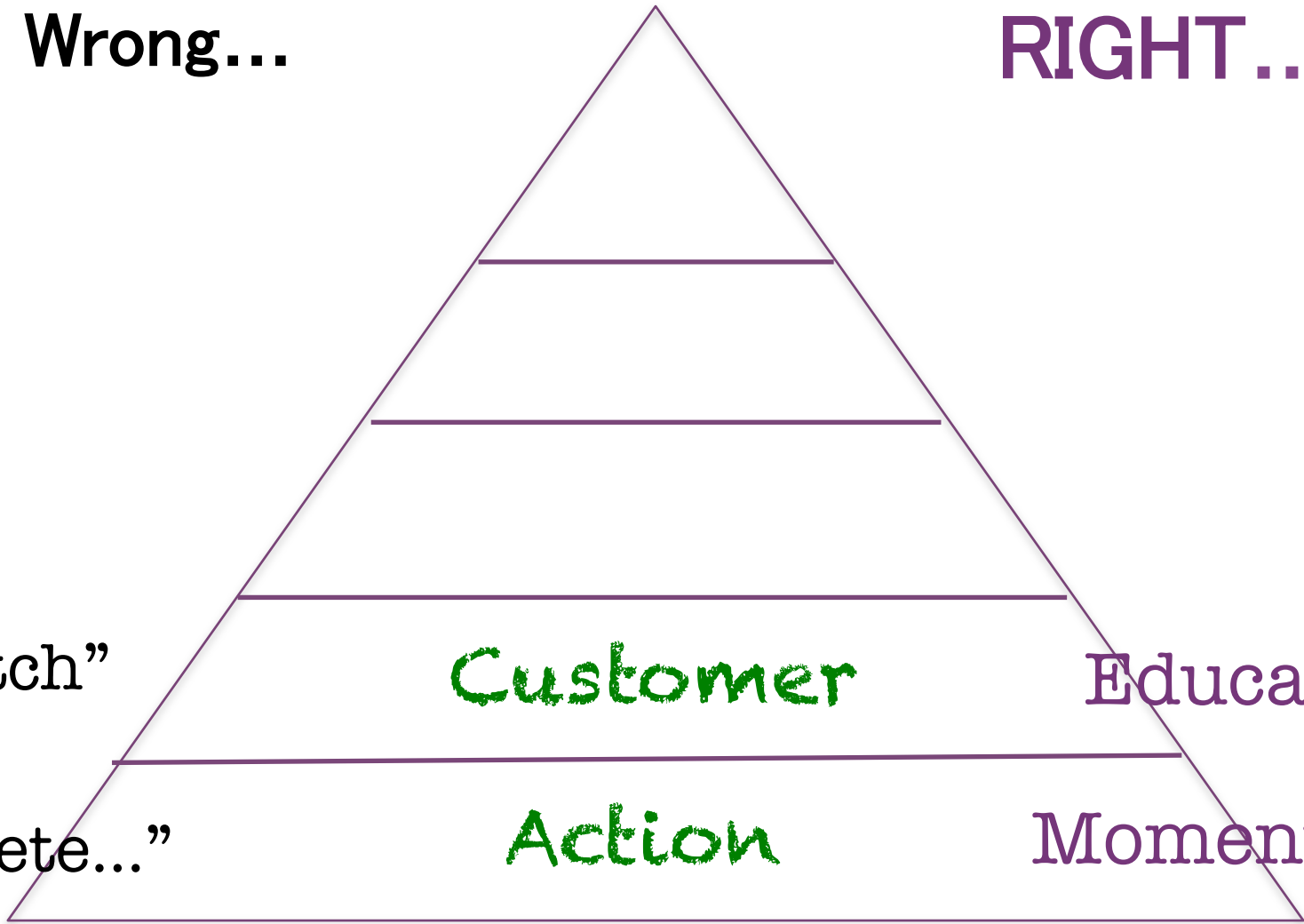
Action

Momentum



Wrong...

RIGHT...



“Pitch”

Customer

Education

“Delete...”

Action

Momentum



Wrong...

RIGHT...

Insights

“Pitch”

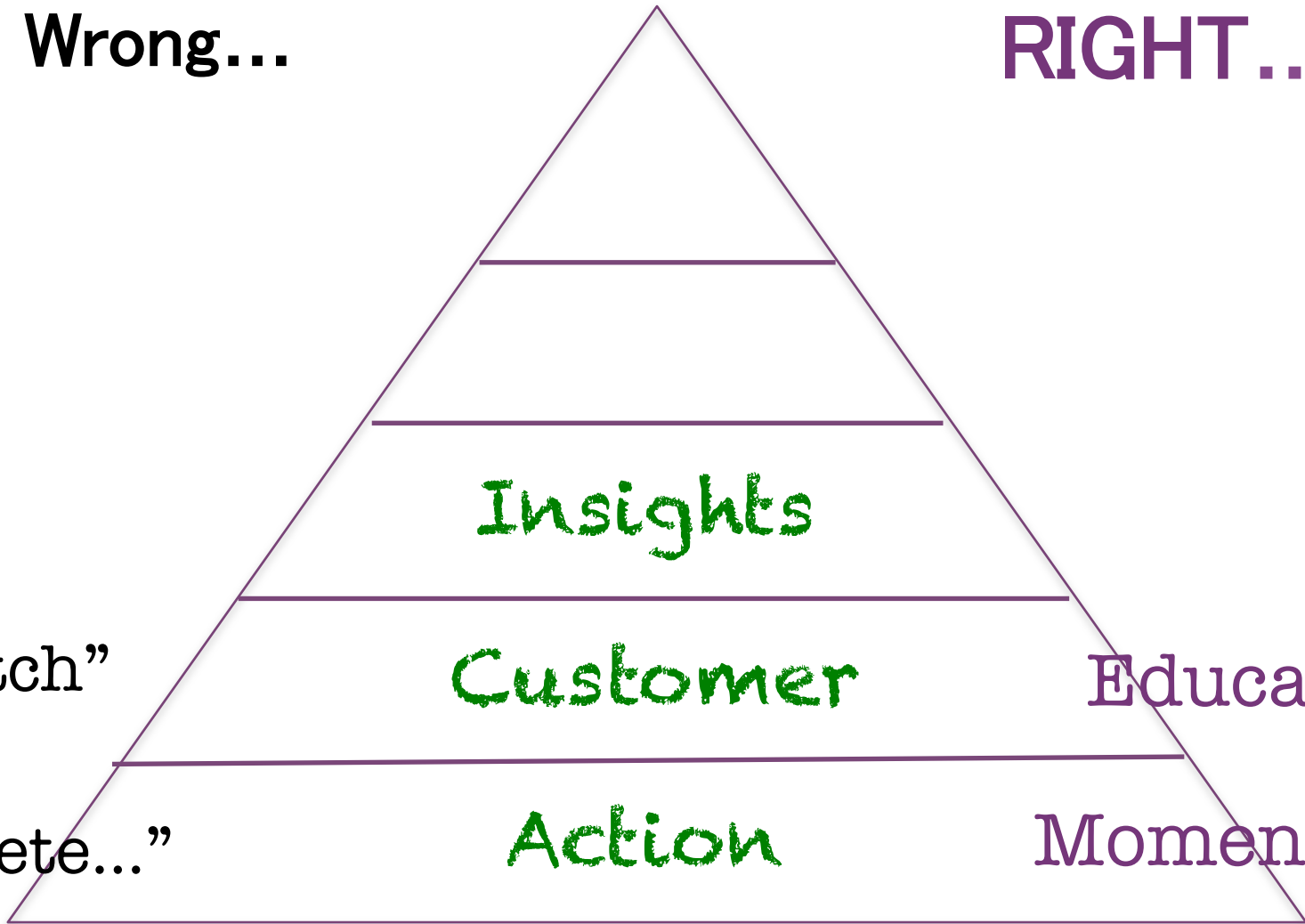
Customer

Education

“Delete...”

Action

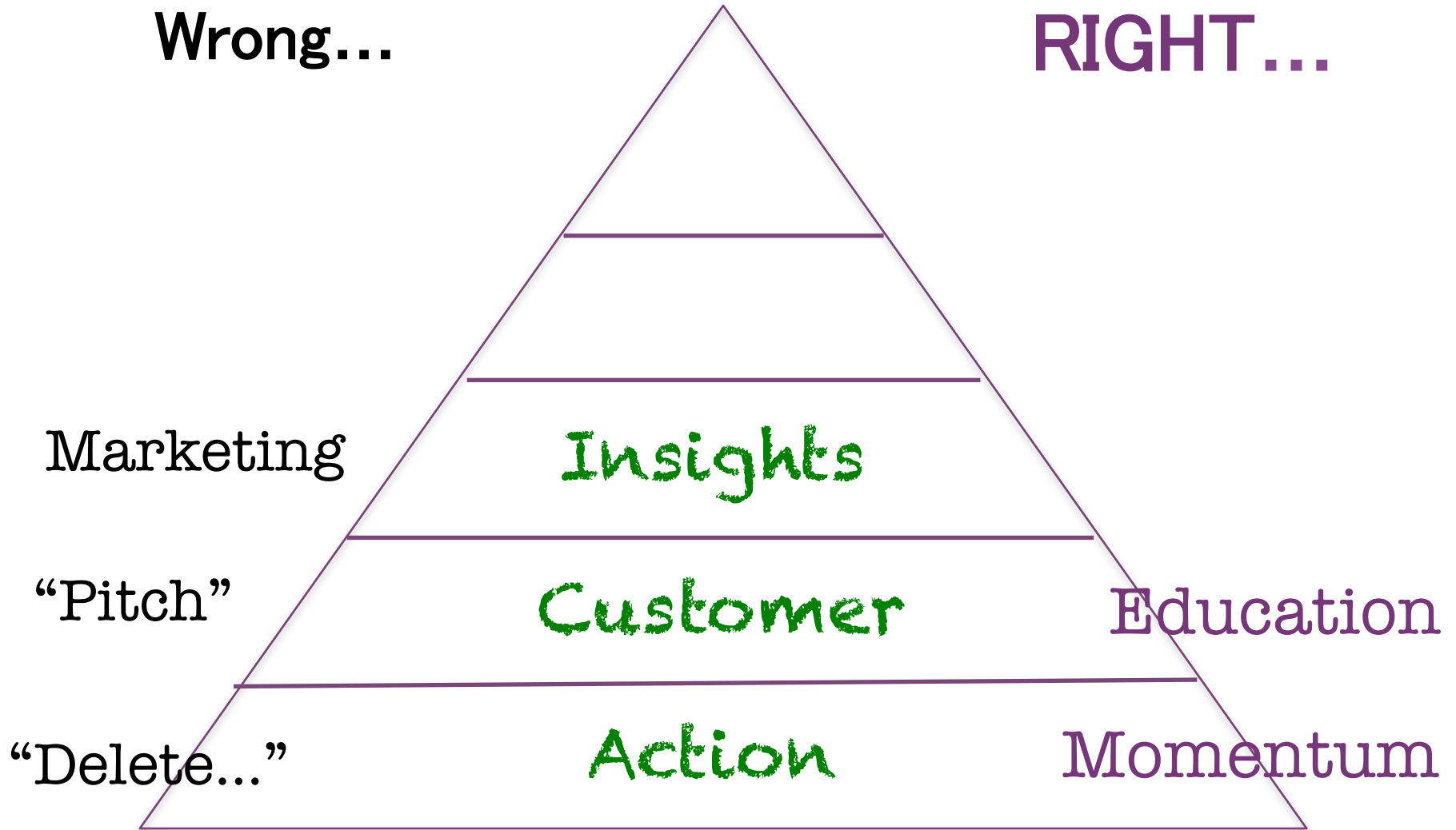
Momentum





Wrong...

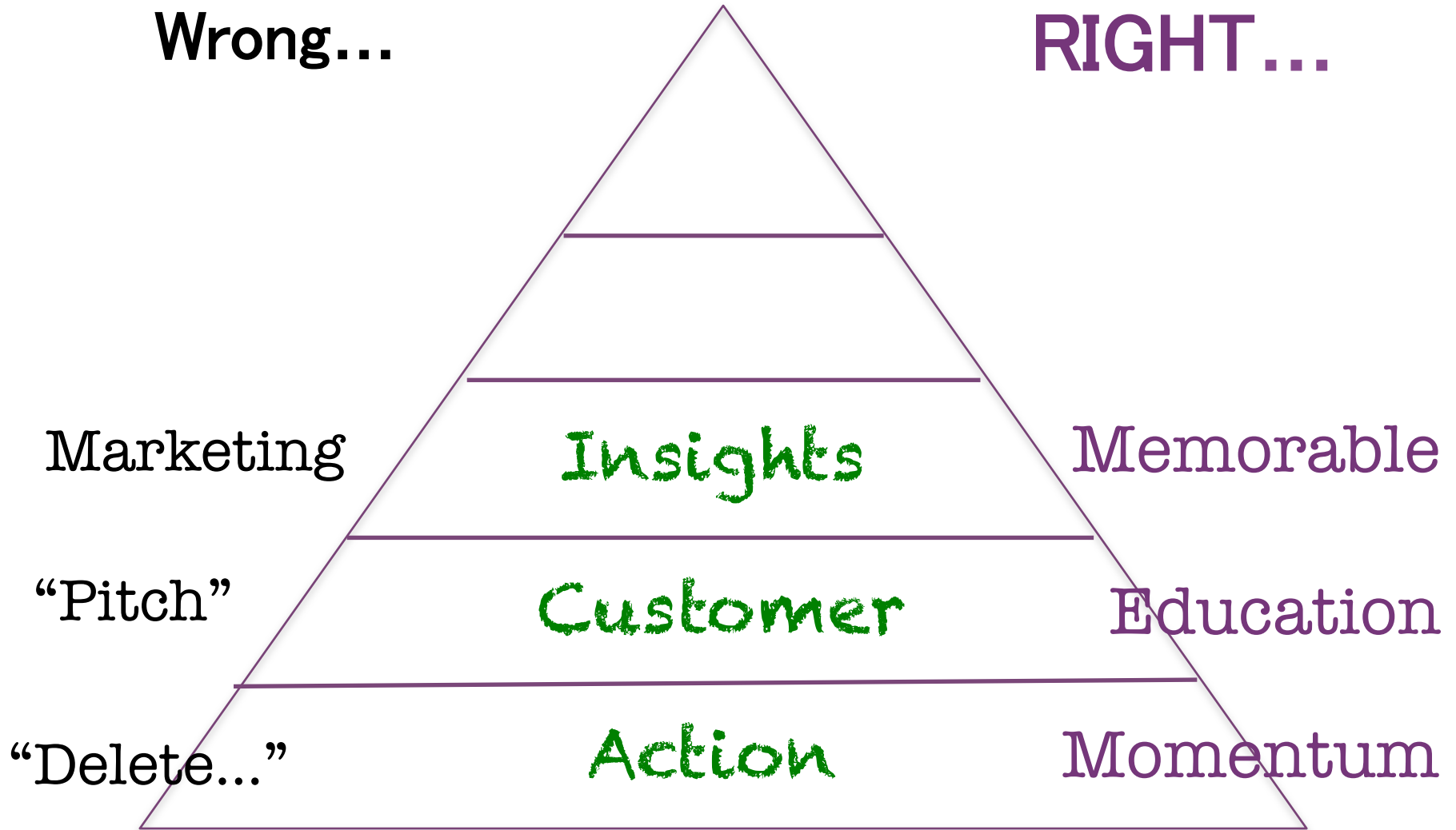
RIGHT...





Wrong...

RIGHT...





Wrong...

RIGHT...

Evidence

Marketing

Insights

Memorable

“Pitch”

Customer

Education

“Delete...”

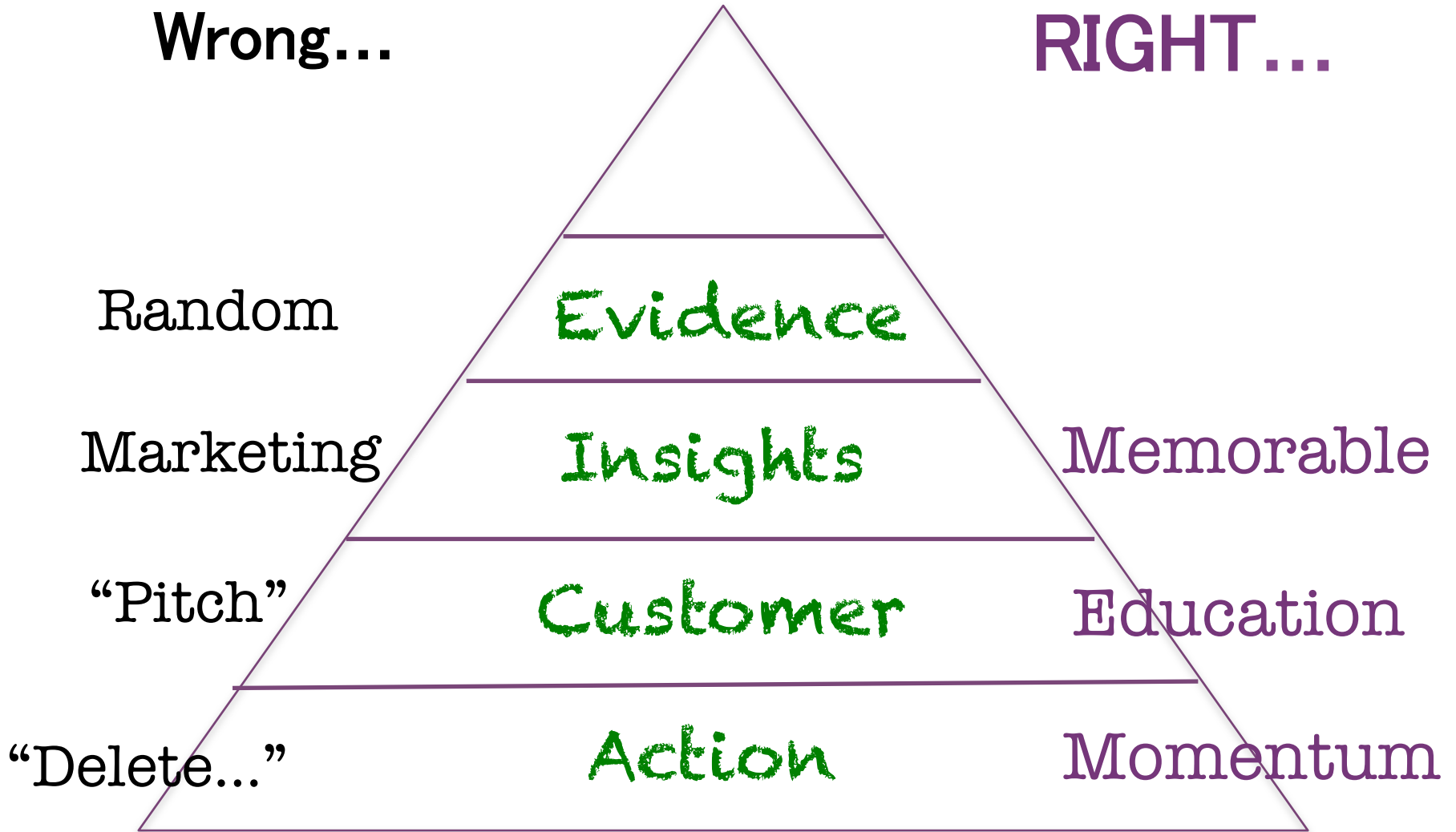
Action

Momentum



**Wrong...**

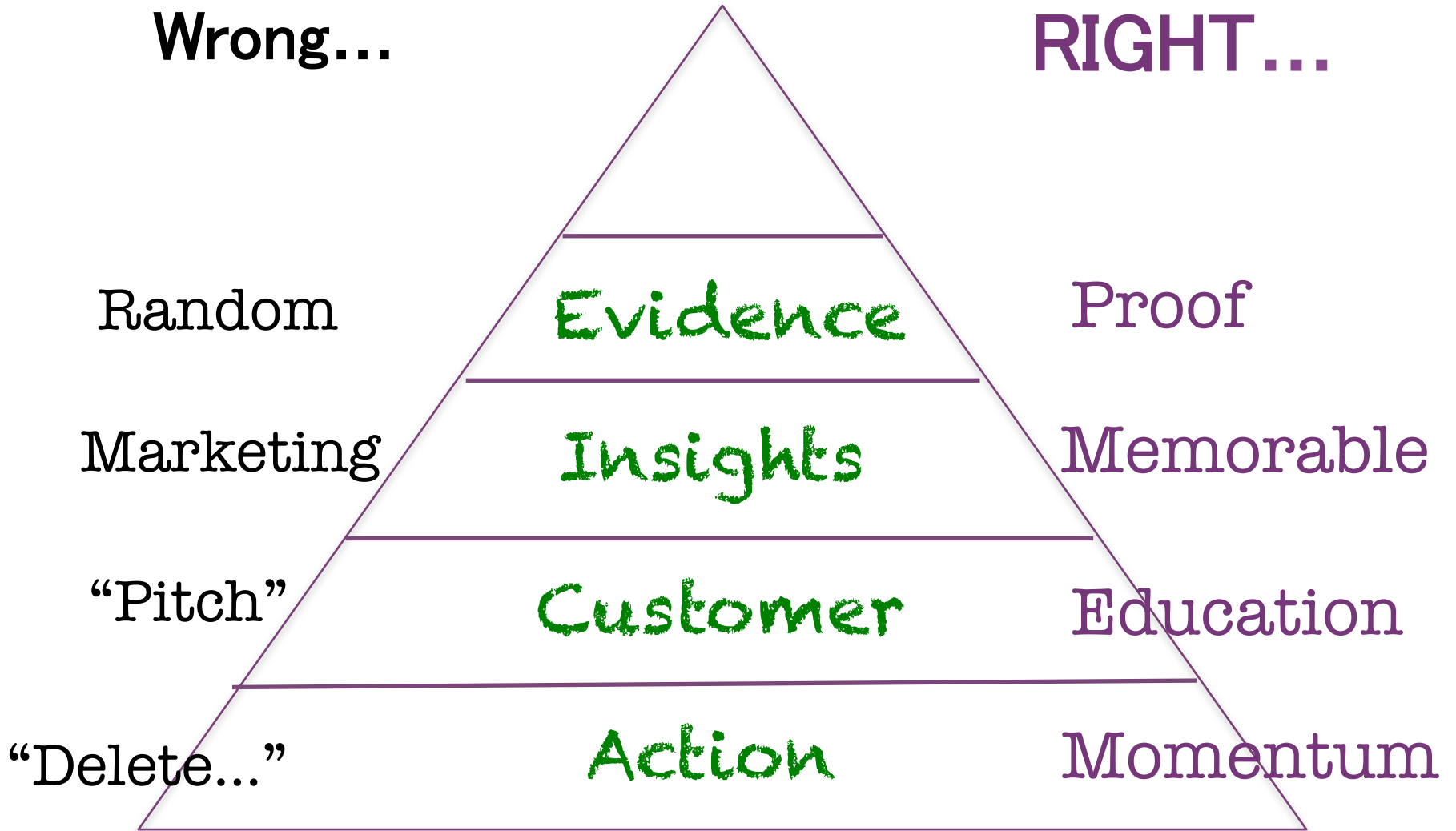
**RIGHT...**





**Wrong...**

**RIGHT...**







Wrong...

RIGHT...

Authority

Evidence

Insights

Customer

Action

Proof

Memorable

Education

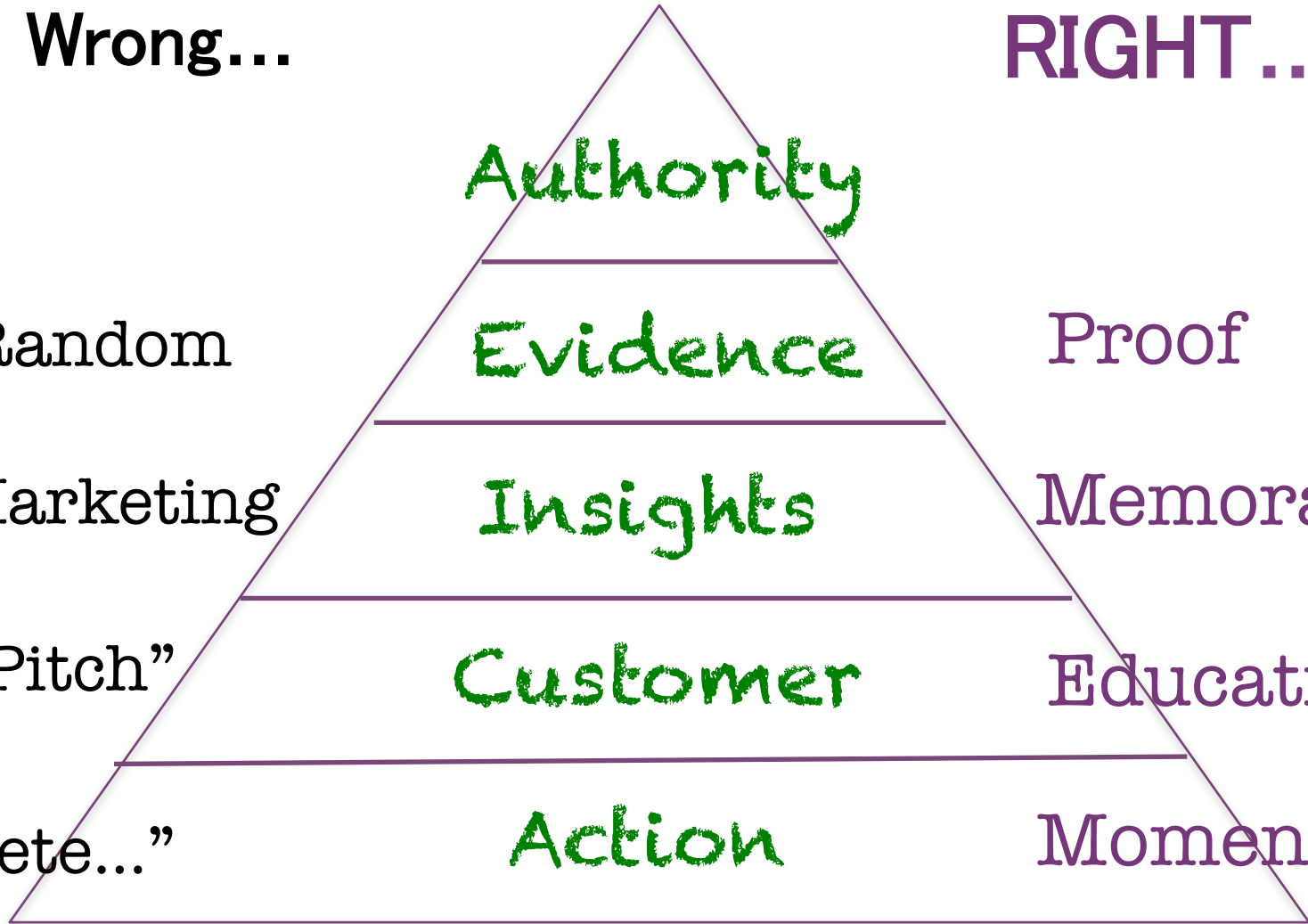
Momentum

Random

Marketing

“Pitch”

“Delete...”





Wrong...

RIGHT...

Noise

Authority

Random

Evidence

Proof

Marketing

Insights

Memorable

“Pitch”

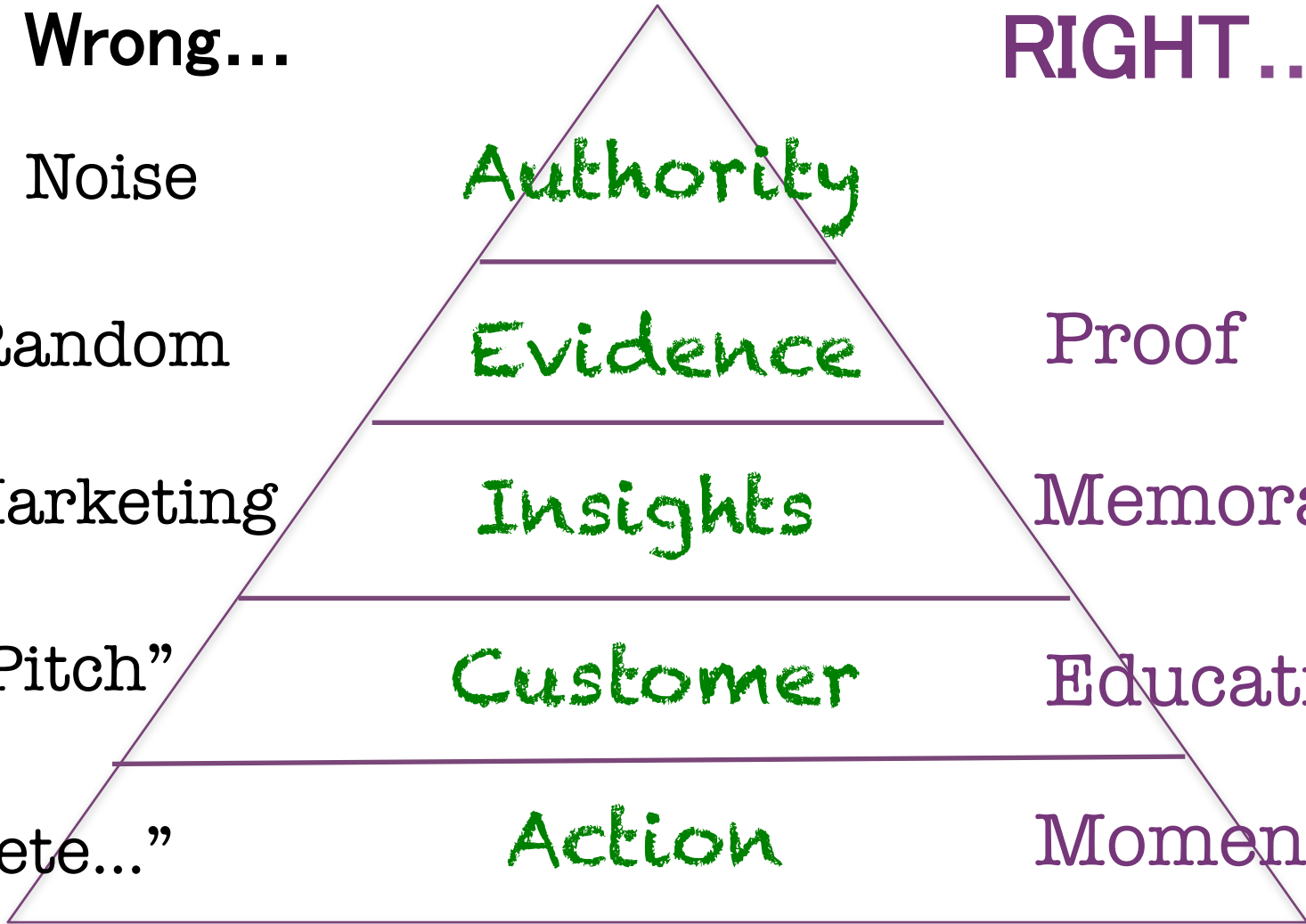
Customer

Education

“Delete...”

Action

Momentum



Wrong

RIGHT

Noise

Authority

Voice

Random

Evidence

Proof

Marketing

Insights

Memorable

“Pitch”

Customer

Education

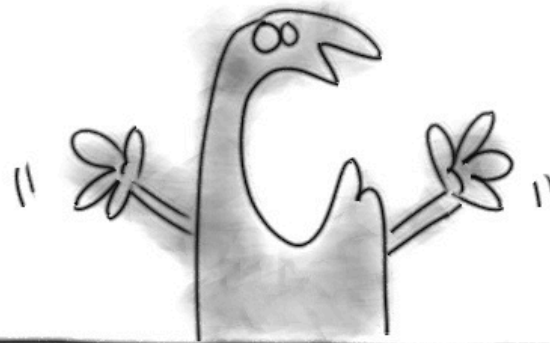
“Delete...”

Action

Momentum



Now What?!!



1. Make a List...



# + Examples



# Market Report

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## Altos Research June 2010 Real-Time Housing Report

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Kevin




# Webinar



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 **ALTOsResearch**  
Real-Time Real Estate Data

## When Does the Housing Recovery Start?

Presented by:

Scott Sambucci  
Vice President, Market Analytics

# Blog Series

MARCH 27, 2012



FEBRUARY 28, 2012

by SCOTT



FEBRUARY 15, 2012

by SCOTT



DECEMBER 27, 2011

by SCOTT



Dear January, The housing market is much better now.

The Detroit Housing Market: And you thought we were crazy...

Is declining Housing Inventory a bad thing?

October home prices are so passe...  
Inventory & Days-on-market are the real story for 2012

<http://blog.altosresearch.com/author/scott/>

2. Chose the 1-2 most appealing?



### 3. Block out calendar time





# 4. Build a Project

## STARTUP SELLING SALES PROJECT BUILDER

Project Name & Description	
Best Result	Worst Result
Success Criteria	

# STARTUP SELLING PROJECT PLANNER

Project Goal:

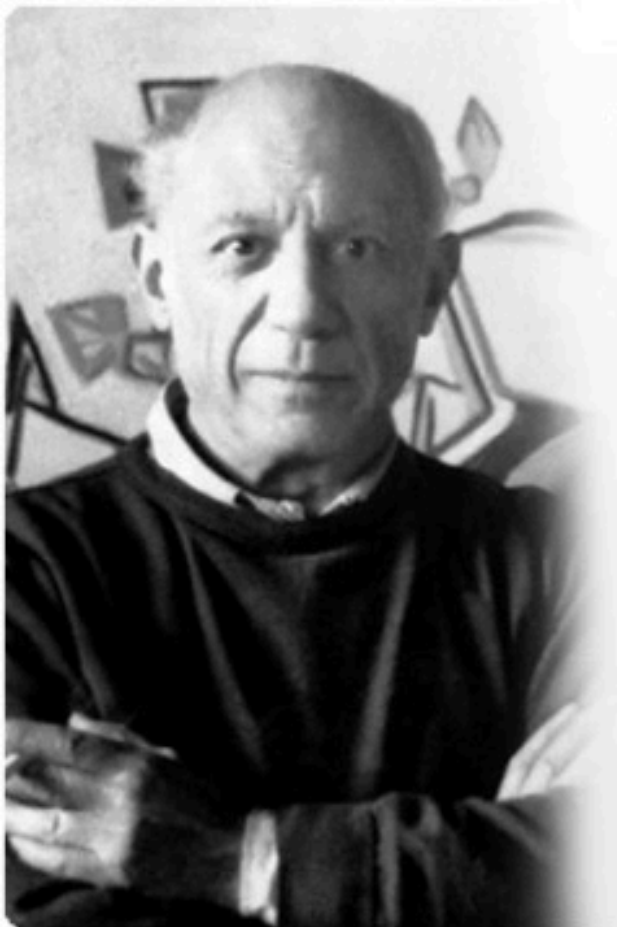
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	Daily Activities Planned							
	Actual							

Week 1 Summary

Week 2	Daily Activities Planned							
	Actual							

Project Summary

## 5. Make a "Swipe" File



"Good artists copy,  
great artists steal."

- Pablo Picasso







# SALESQUALIA

Startup Selling [MEMBERS ONLY]

🔒 Closed Group

Joined ▾

➦ Share



## WEBINAR PLAYBOOK: STARTUP SELLING

### WEBINAR INVITATION EMAIL # 1

Send Day - 14

**Subject:** Can you join \_\_\_\_\_  
INSERT WEBINAR TITLE

As we talk to customers and executives just like across the \_\_\_\_\_  
INSERT INDUSTRY  
we're hearing time and time again that companies are searching for new ideas about  
\_\_\_\_\_  
INSERT PROBLEM

I sat with the team here at \_\_\_\_\_  
COMPANY NAME  
, and we've identified what we see as the top "...five challenges with driving online customer engagement..."

