

# The Customer Experience Funnel: Best Practices for Profitability

International Builders' Show | Tues, February 19 | 8:30-11:30 AM | South 233

## Speakers:

**Will Duderstadt** | M/I Homes | Columbus, OH

**Chris Hartley** | Trendmaker Homes | Dallas, TX

**Kimberly Mackey** | New Homes Solutions Consulting | Tampa, FL

## Session Agenda

### 8:30-8:40am Welcome & Introduction

**Kimberly Mackey**

What is the Customer Experience Funnel and how does it impact your buyers? Kimberly will introduce our presenters and give a brief overview of the format, topics, available handouts, and opportunities for audience questions and engagement during the program.

### 8:40-9:30am The Large End of the Funnel: Generating Leads

**Will Duderstadt**

What does your marketing plan say about you? Does it invite, engage and support the type of customer experience you want your buyers to have? Without high quality leads, any business will wither on the vine. Will demystifies the options, the terminology and the analytics in everyday terms to help you to understand the best channels for your company to maximize the return on your marketing budget. He will help you drive the right leads, so your team can convert them into sales using the right expectations.

### 9:30-10:20am The Middle of the Funnel: Engaging, Nurturing & Converting the Lead

**Chris Hartley**

Even with the highest quality leads, if you don't have the right tools, team and processes in place to capture and convert them, you will just be throwing money away. There are lots of options out there, but which one is right for your company? Should you automate, what about an online sales counselor, etc.? Chris will take you through each of the options so you can make an informed decision to maximize your ROI. Then, he will share the secrets of hiring and motivating your sales force to convert profitable sales and set the right expectations with your buyers as they move through the building process.

### 10:20-11:30am The Small End of the Funnel: Contract to Close

**Kimberly Mackey**

Clearly defined and communicated processes and procedures make it easy for everyone within your organization to feel empowered and stay the course. If you want to ensure that your customers receive the experience you intend, those processes must be replicable. Even when things go wrong—and they will—when you have the right procedures and reporting in place, you will know exactly how to fix the problem to keep everyone moving forward. How do you hold your team accountable without demotivating them? What key metrics do you need to use to measure success? What is the impact or result on both the bottom line and the customer experience? Kimberly will share the best practices used by both production and custom builders alike and the results they are experiencing.