

Powerful Telephone Techniques

“Cue Card”

Essential Qualifying Questions



BE SURE THAT YOU:

- ① **Smile** - the caller will “hear” it. **Answer Promptly** - by the third ring.
Communicate Warmth & Friendliness - Tone of voice

GREETING:

- ② “Thank you for calling _____!
I want to find the perfect apartment for you. Do you mind if I ask you a few questions?”

WHO?

- ③ “My name is _____. And you are _____?”
Use the prospect’s name!
“Is the apartment just for yourself? Will you be bringing any pets?”

WHEN?

- ④ “When are you planning to move?”

WHAT?

- ⑤ “Take a moment and describe the type of apartment you are looking for.”
“How many bedrooms...how many bathrooms?”
“Do you have any special needs or preferences?”

HOW MUCH?

- ⑥ “What price range are you budgeting for?”

WHERE?

- ⑦ “Do you work nearby?” “Where are you moving from?”
“How did you get our telephone number?”

WHY?

- ⑧ “Do you mind if I ask why you are considering a move right now?”

PHONE #:

- ⑨ “Please give me your phone number in case something comes up.”

ADDRESS:

- ⑩ “Let me get your address so I can mail you my card and we can keep in touch.”

SET APPOINTMENT:

- ⑪ “When do you think you might come by for a visit? I want to make sure I am here so I can personally assist you.”

DON'T FORGET!

- ⑫ Describe Amenities · Create A Sense of Urgency · Give Specific Directions
Verify the Appointment Time

Thank the Prospect for Calling!

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PARTNERS IN MYSTERY SHOPPING

4324 N. Beltline Road, Suite C105
Irving, TX 75038
888-988-3767

www.epmsonline.com

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