

Perception is Truth...

WHEN IT COMES TO LEASING AND SHOPPING REPORTS

What is the truth?

This age old question has some very deep implications that go way beyond the point of this training tip. Yet, the question reminds us that two people can experience the same incident and walk away with completely different perceptions of what actually happened. Sometimes, just like beauty, "truth" is in the eye of the beholder. It is a matter of *perception*.

Shopping report information is a vivid example of the fact that perception is reality. Occasionally, an EPMS shopper remembers a specific leasing presentation somewhat differently than the on-site professional who was shopped and later evaluated in a written format. The shopper reports that the leasing consultant was a bit distracted and indifferent, not very friendly, or "didn't seem interested in meeting my needs". Yet, that individual's supervisor cannot believe that this very friendly and warm staff member could ever come across in any way but delightful, enthusiastic and professional! "Everyone loves her!" the supervisor explains.

Sometimes the gap between what the leasing professional believes about her presentation and what the shopper describes comes down to perception. Regardless of what really (or not really!) happened, the perception of the shopper – and that of the typical rental prospect – is the only "truth" that really matters!

Leasing is all about perception, isn't it?

Fellow onsite associates may say, "He is the friendliest guy you'll ever meet! We love him!" But if this "friendliest guy" is *perceived* as unfriendly, to that prospect he is unfriendly! "You know, Sara is really nice once you get to know her!" This may be "true"; but the *reality* is the prospect is unlikely to spend enough time "getting to know" Sara to override their initial impression. *The "truth" they walk away with after that first impression is the only truth that matters in the sales presentation!*

Perception is reality. We are not warm, friendly, genuine, enthusiastic, professional, etc., unless the other person perceives and believes that to be true!

Learn to be perceived appropriately!

Universally recognized behaviors such as a genuine smile and a nod or wave in greeting, regular eye contact, and courteous gestures are examples of adding non-verbal "friendly support" to the words you choose. Two leasing professionals might use the same words, but the one who enhances her presentation with non-verbal communication of warmth and sincerity, will score the higher report. "She made me *feel* that my needs were important..."

Focus on feedback; note how you are being perceived.

Practice making that extra effort to positively influence the way you are "coming across". Practice on your co-workers, your spouse, your children and friends! Not only will you see a definite improvement in shopping scores, you'll find far greater satisfaction in your everyday relationships.

Now go out there and focus on perception.

Learn to be "perceived" by every prospect the right way because...*Perception is Reality!*



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