

# Join Us Now...

## Powerful Telephone Techniques

© Copyright 2017. All rights reserved.

# The Ellis Companies

Enhancing Employee and Customer Experience

*Your industry partner for over 30 years*

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
- ❖ Ratings & Reviews
- ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching

© Copyright 2017. All rights reserved.

# Thank you for joining us today!

## Want to learn more?



Danielle Walker  
Director of Sales & Marketing  
Ellis Partners in Management Solutions  
Edge2Learn  
dwalker@epmsonline.com  
847-707-2472

[Facebook.com/EllisManagementSolutions](https://www.facebook.com/EllisManagementSolutions)  
[Twitter.com/EPMSOnline](https://twitter.com/EPMSOnline)

[Facebook.com/Edge2Learn](https://www.facebook.com/Edge2Learn)  
[Twitter.com/Edge2Learn](https://twitter.com/Edge2Learn)

© Copyright 2017. All rights reserved.

# Join Us Now...

## Powerful Telephone Techniques

© Copyright 2017. All rights reserved.

# MEET YOUR SPEAKER

## Rick Ellis, CAM, CPM

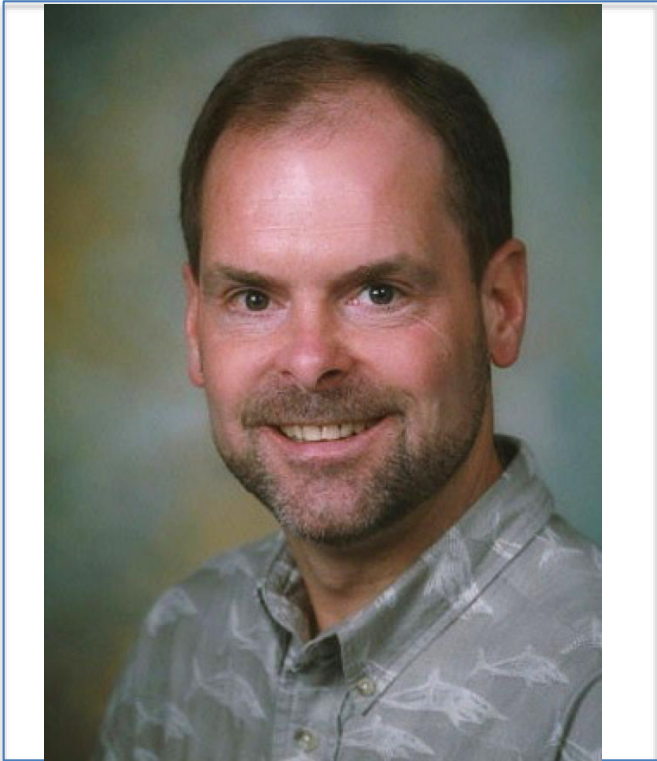


- Mr. Ellis has been intimately involved in the apartment business for over 36 years.
- In 1985, he founded ELLIS Consulting Group in Irving, Texas.
- He founded a management company called Ellis HomeSource, AMO.
- Rick is the Broker Owner/Operator of J. Ellis Apartment Locators in Lewisville, TX.
- A fun fact about Rick - he is a former minister. He has performed marriage ceremonies for a number of couples in our apartment industry for the last 25 years.

© Copyright 2017. All rights reserved.

# MEET YOUR SPEAKER

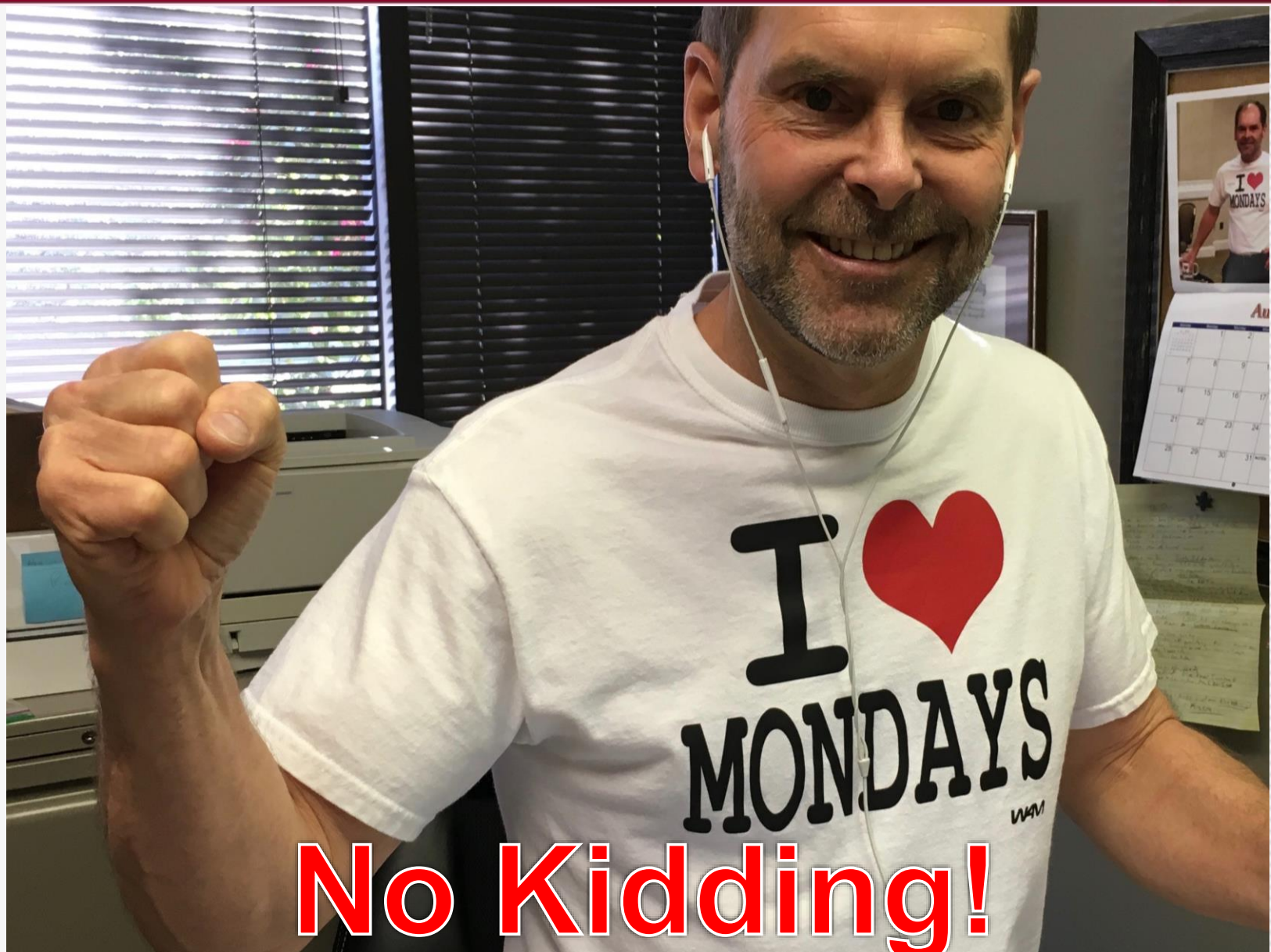
## Rick Ellis, CAM, CPM



- Mr. Ellis has been intimately involved in the apartment business for over 36 years.
- In 1985, he founded ELLIS Consulting Group in Irving, Texas.
- He founded a management company called Ellis HomeSource, AMO.
- Rick is the Broker Owner/Operator of J. Ellis Apartment Locators in Lewisville, TX.
- A fun fact about Rick - he is a former minister. He has performed marriage ceremonies for a number of couples in our apartment industry for the last 25 years. And....

© Copyright 2017. All rights reserved.

# Rick **LOVES** *Monday!*



**No Kidding!**

# **Rick Ellis.... the 5<sup>th</sup> Beatle?**

Who  
knew...









I  
N  
D  
I  
A  
A

E  
L  
L  
I  
S

Y

O

Y

O

Mix  
Master

Scratch

E



# Just Kidding!





The REAL Rick Ellis...Presenting  
to you HERE and NOW!



J.R.

Phillip

Saint Edward's



**Diane**

**Rick**

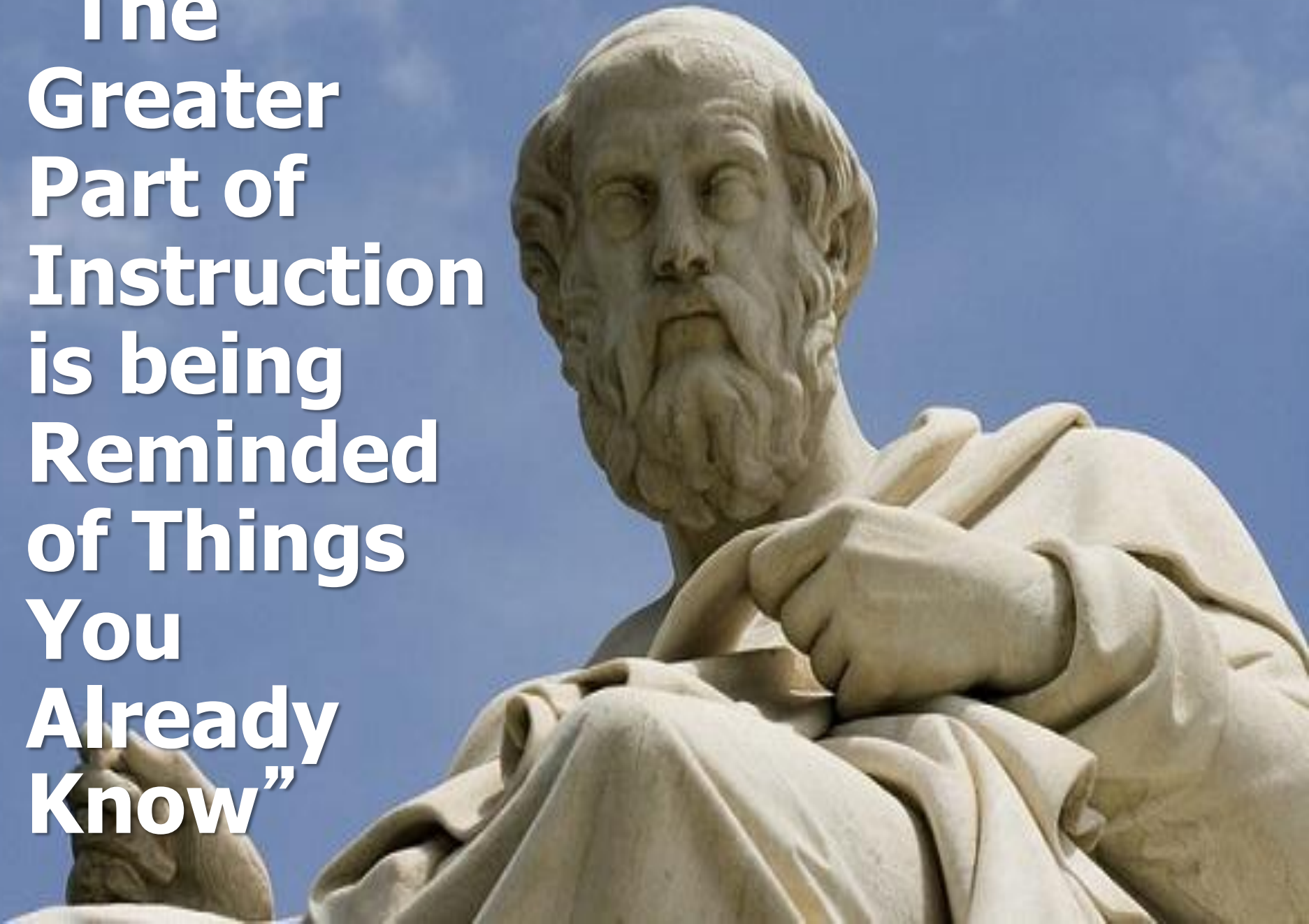
# Do You Have All 3 Handouts?

1. **PTT Powerful Telephone Techniques** -  
6 page handout
2. **Welcome Guest Card** 2 page pdf /  
template
3. **Cue Card** – Essential Qualifying  
Questions

© Copyright 2017. All rights reserved.



**“The  
Greater  
Part of  
Instruction  
is being  
Reminded  
of Things  
You  
Already  
Know”**





**OK...Let's Rock & Roll!!**

**Page 1 in Handout**

**P**owerful **T**elephone  
**T**echniques

# A Most Qualified Prospect:

1. They like **You**, the Leasing Professional!
2. The Rental Rate is Acceptable
3. The Location or Neighborhood of your Property is OK!
4. And the apartment Community Looks and “Feels” Appealing



© Copyright 2017. All rights reserved.

PLUS...The Telephone  
Prospect tends to be  
more stable and  
dependable!

---

© Copyright 2017. All rights reserved.

What About the  
Internet Lead???

Telephone Call  
Wannabe!

---

© Copyright 2017. All rights reserved.

Your **#1** OBJECTIVE  
for handling a Telephone  
Inquiry:

Get the Phone Prospect  
to the Property...

**Right Now !**

---

© Copyright 2017. All rights reserved.



# Right Now!



I said

**RIGHT NOW!**

**RIGHT NOW!**

© Copyright 2017. All rights reserved.

# Reaching Your #1 Objective:



1. They need to VISIT the apartment community.
2. Set an appointment
3. Don't be quick to disqualify!
4. Don't just give out information...

**Get the Prospect to Your  
Property...**

**Right NOW!**

**RIGHT NOW**

**I said**

**RIGHT NOW!**

**RIGHT NOW!**



© Copyright 2017. All rights reserved.

Page 3 in Handout

The **ONE** word that  
describes the **IDEAL**  
Leasing Professional?

**F E P**

© Copyright 2017. All rights reserved.

# FEP!

1. Friendly

2. Enthusiastic

3. Professional

# Relationship Selling

The Single Words to Best Describe the Ideal Leasing Professional:

1. Friendly
2. Enthusiastic
3. Professional





**Marley is FEP!!**



Chester. He's NOT so **FEP!**



The **ONE** word that  
describes the **IDEAL**  
Leasing Professional?

**F E P**

© Copyright 2017. All rights reserved.

# 6 Steps...

1. **STOP** what You're Doing
2. **ANSWER** by the 3<sup>rd</sup> Ring
3. **SMILE...** the caller will hear it!

# ...to a Successful Call

4. Enthusiastic Greeting

5. Warm & Friendly Sound – Positive Attitude

6. Be prepared – Have Your Leasing Tools Ready!

# Enthusiastic Greeting?

*“Thankoofacalin  
SunshinePartments  
Thisssssuzy  
Howkinlhepya?”*

© Copyright 2017. All rights reserved.

# Welcome

Let me get a little information  
so we can better assist you.

Name \_\_\_\_\_ Home / Cell Phone \_\_\_\_\_  
Text OK?  Yes  No  
Address \_\_\_\_\_ Work Phone \_\_\_\_\_  
City, St., Zip \_\_\_\_\_ E-Mail Address \_\_\_\_\_  
Employer \_\_\_\_\_ Occupation \_\_\_\_\_  
Current Apt. Community \_\_\_\_\_ DL# \_\_\_\_\_ State \_\_\_\_\_

## APARTMENT DESIRED

- Studio / Efficiency
- 1 Bedroom
- 2 Bedroom / 1 Bath
- 2 Bedroom / 2 Bath
- 3 Bedroom
- 4 Bedroom

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

Price Range: \_\_\_\_\_

Number of Occupants: \_\_\_\_\_

Pets: \_\_\_\_\_

## COMMENTS

---

---

---

---

---

---

---

---

---

---

## SPECIFIC NEEDS & WANTS

---

---

---

---

## TRAFFIC INFO

- Internet  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_
- Phone Inquiry  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_
- Appt. Set  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_
- Visit  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_

## REFERRAL INFORMATION

*Our marketing department would like to know how you learned of our community*

- Newspaper: \_\_\_\_\_ Referred by: \_\_\_\_\_  Apt. Guide: \_\_\_\_\_
- Yellow Pages: \_\_\_\_\_  Resident: \_\_\_\_\_  For Rent: \_\_\_\_\_
- Sign: \_\_\_\_\_  Friend: \_\_\_\_\_  \_\_\_\_\_
- Internet: \_\_\_\_\_  Apt. Loc.: \_\_\_\_\_  \_\_\_\_\_

309301-RE  
ELLIS Consulting Group, Inc.

© Rick Ellis, CPM  
972-256-7500

The more information you get from your rental prospect, the more trust you create.

The manual Guest Card is often preferred over an electronic Guest Card that is part of your lease management software.

Of course you must enter the data in your lease management software after the phone call...but this will only take a few moments. 😊

# Follow-up!

- .....
1. Apt. Shown:  Yes  No Leasing Professional: \_\_\_\_\_
  2. Type of Apt. Shown: \_\_\_\_\_  
Type of Apt. Shown: \_\_\_\_\_
  3. Special or Incentive Offered: \_\_\_\_\_
  4. Apt. Rented:  Yes  No Address: \_\_\_\_\_
  5. Reason  Did or  Did Not lease: \_\_\_\_\_
  6. Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  7. Thank you note sent:  Yes  No Date: \_\_\_\_\_
  8. 24 hour follow-up call:  Yes  No Date / Time: \_\_\_\_\_
  9. Follow-up: \_\_\_\_\_
  10. Follow-up: \_\_\_\_\_
  11. Follow-up: \_\_\_\_\_

Keep up with your former prospects. They will provide you with a good source of future residents!

Prospects who don't lease on their first visit may be ready to lease in the future.

Ya' Gotta Be

FEP

---

© Copyright 2017. All rights reserved.



Sheila...Very **FEP!**



# Qualifying Questions For Your Telephone Presentation

How much?

Who?

Why?

When?

Where?

What?

# Powerful Telephone Techniques “Cue Card”

## *Essential Qualifying Questions*

- **Answer** – promptly, by the third ring.
- **Smile** - the caller will “hear” it.     **Communicate Warmth & Friendliness** – with your tone of voice.
- **Introduce** - “Thank you for calling. My name is \_\_\_\_\_. And you are \_\_\_\_\_?” **Use the prospect’s name!**
- **Contact Information** - “Can I get your phone number in case something comes up?” “Let me get your email address so we can keep in touch.”
- **Traffic Source** - “Do you work nearby?” “How did you get our telephone number?”
- **Qualifying** - “I want to find the perfect home for you. Do you mind if I ask you a few questions?” **ASK** - “Is the home just for yourself?”; “Will you be bringing any pets?”; “When are you planning to move?”; “What price range are you budgeting for?” “Do you mind if I ask why you are considering a move right now?”
- **Specific Needs** – “Take a moment and describe the type of home you are looking for.” ; “Do you have any special needs or preferences?”
- **Describe** - amenities and services offered by the management company. **Create** – a sense of urgency.
- **Invite** - “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.” **Offer** - specific directions. **Confirm** - the appointment time and meeting address.
- **Thank the prospect for calling!**

© Copyright 2017. All rights reserved.

Page 5 in Handout

# Demonstrating on the Phone

1. Word Pictures
2. Emotional Words
3. Sell a “Specific”  
Apartment
4. Sell Value
5. Create Urgency



# Getting the Appointment

## The Funnel Technique

An 'appointment' is a meeting between you and the prospect at the apartment community at a specific day and time!



**Page 6 in Handout**

© Copyright 2017. All rights reserved.

# Getting the Appointment...

## The *FUNNEL* Technique



After Work... or... RIGHT NOW!?

Saturday... or... Sunday?

3:00pm... or... 1:00pm?

© Copyright 2017. All rights reserved.

And Never Forget...

Ya' Gotta Be

**F E P**

**F**riendly • **E**nthusiastic • **P**rofessional

© Copyright 2017. All rights reserved.



**Marley is FEP!!**



**I hope you  
found the  
webinar  
to be  
*award  
winning!***

**Thanks!!**

© Copyright 2017. All rights reserved.





Thank You.

Thank You  
Very Much!



**Questions?**



# Upcoming Webinar



Presenter: Misty Sanford

Social Media  
When to do it yourself & when to  
leave it to the experts!

*Thursday, April 13, 2017  
1:00 PM – 1:30 PM CT*

Register at [www.epmsonline.com](http://www.epmsonline.com)

© Copyright 2017. All rights reserved.

**Thanks!**  
**Come see us**  
**sometime!**  
**BYE BYE!**



© Copyright 2017. All rights reserved.

# Thank You for joining The Ellis Companies!

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
- ❖ Ratings & Reviews
- ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching



Danielle Walker  
Director of Sales & Marketing  
dwalker@epmsonline.com  
847-707-2472

Facebook.com/EllisManagementSolutions  
Twitter.com/EPMSOnline

Facebook.com/Edge2Learn  
Twitter.com/Edge2Learn

© Copyright 2017. All rights reserved.

**Thanks!**  
**Come see us**  
**sometime!**  
**BYE BYE!**



© Copyright 2017. All rights reserved.