

the **LORI** SNIDER  
company



Professional **Speaker**  
Multifamily Marketing **Consultant**

Get the **PHONE!!**



**Too much information.**

**Too many choices.**

**Not enough time =**

**I must eliminate.**




**First easy way to get  
eliminated...**

**Don't answer the phone.**



A photograph of two women sitting at a desk in an office or classroom setting. The woman on the left is looking at a laptop screen, while the woman on the right is wearing large headphones and looking towards the left. The image has a reddish-brown tint. The text "Get Ready." is overlaid in the center in a white, bold, sans-serif font.

**Get Ready.**



Describe a Floor plan  
you have available.  
Write it down.



A vintage telephone booth is mounted on the exterior wall of a building. The booth has a sign that says "TELEPHONE" at the top. The building has a textured, light-colored facade and a window with a decorative frame. A white picket fence is visible in the foreground on the right side. The scene is brightly lit, suggesting a sunny day.

**Get Set.**

Because the telephone is hardest of all.

A woman wearing a headset is working at a computer in a call center. The image is overlaid with a purple tint. A white text box is positioned at the top center, and another white text box is on the right side containing a list of listening styles.

# Become an **Active** Listener

- Passive
- Selective
  - Active
- Perceptive



First impressions do count.

Even on the phone.

You have 30 seconds.

How will you connect?

(Or will your client be on hold for  
the first 30 seconds?)





Keep It Real!  
Keep it Happy!






Nothing is more lovely than  
hearing one's own name...

“Lori”

Unless it is used over and  
over and over again...



**Create the Castle.**



# Ask Smart Questions

What do you have to have?

What have I missed?

Are you making a list?

Can we get specific?  
Is there anything in particular you would like to know about our apartments?





Don't forget your call  
to action...

What do you want them to do next?

## Last Impressions are Lasting.

“Is there anything else I can do?”

“I’ m really glad you called us!”

“Thank you so much for taking the time.”

Let the caller hang up first.



A blue-tinted photograph of a woman in a call center. She is wearing a headset and a light-colored, short-sleeved top with a decorative pattern. She is smiling and pointing towards a computer screen. In the background, other call center agents are visible, and there are racks of equipment.

And Always...

Leave Them  
With A Smile.



**You** Choose.

The middle of the road is where the white line is,  
and that's the worst place to drive.

*Robert Frost*





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