

Join Us Now...



When to Take the Conversation Offline

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

Thank you for joining us today!
Want to learn more?



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MEET YOUR SPEAKER

Misty Sanford



- Misty has extensive marketing experience in the multi-family industry.
- She has been in national marketing roles.
- She has launched innovative branding strategies and marketing campaigns across the country.
- She collaborates and works daily with clients helping them manage their social media.
- Misty also owns a brewery!

TOPICS

When to make the call

Why use the phone

What not to do

The sales factors

**YOU MUST FEEL
COMFORTABLE DOING
THE UNCOMFORTABLE.
THE PHONE CALL.**

Thought #1
When to make the call



When an apology
is necessary

#2

If there will be
follow up questions

#3

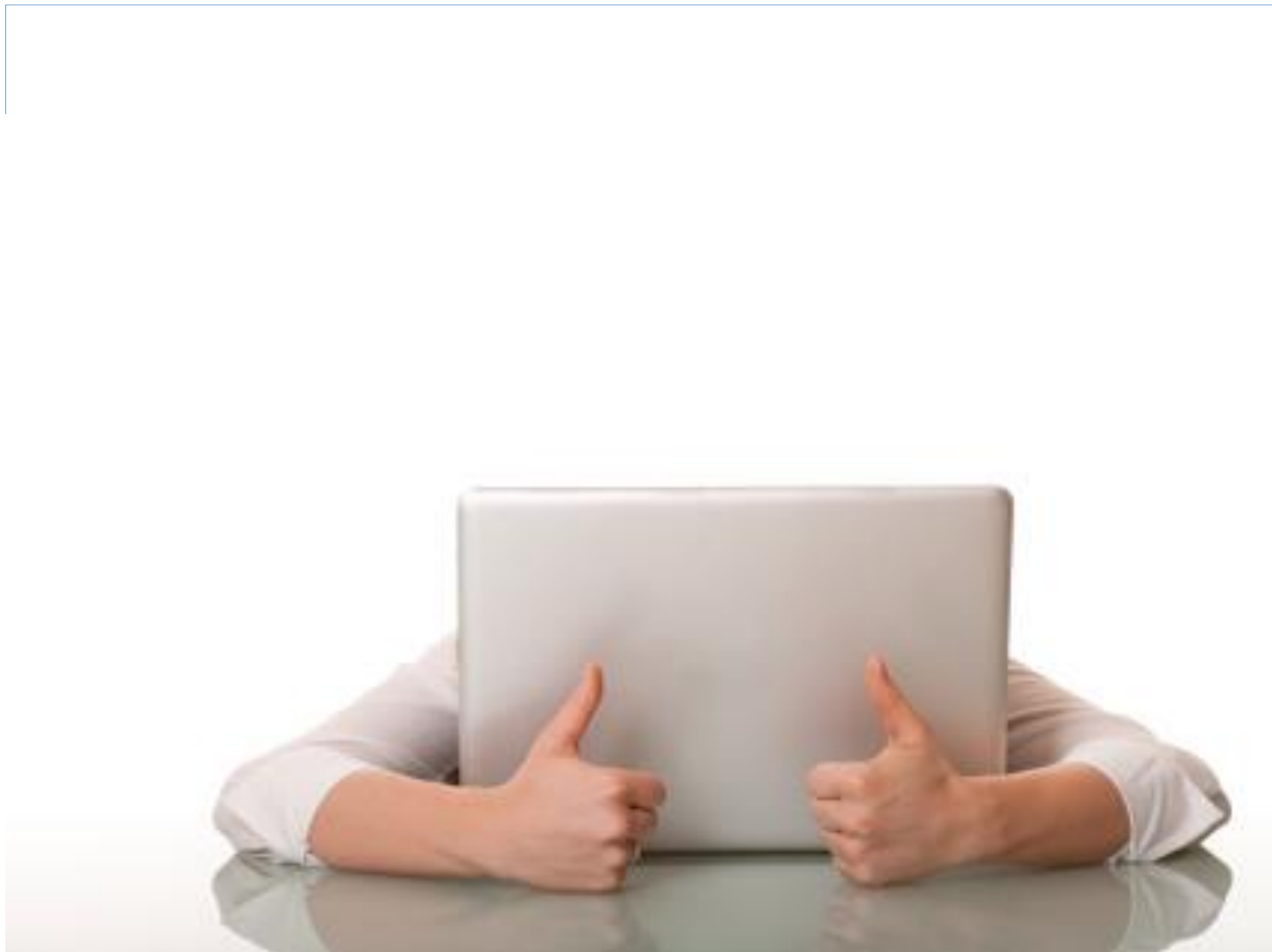
If it's complicated

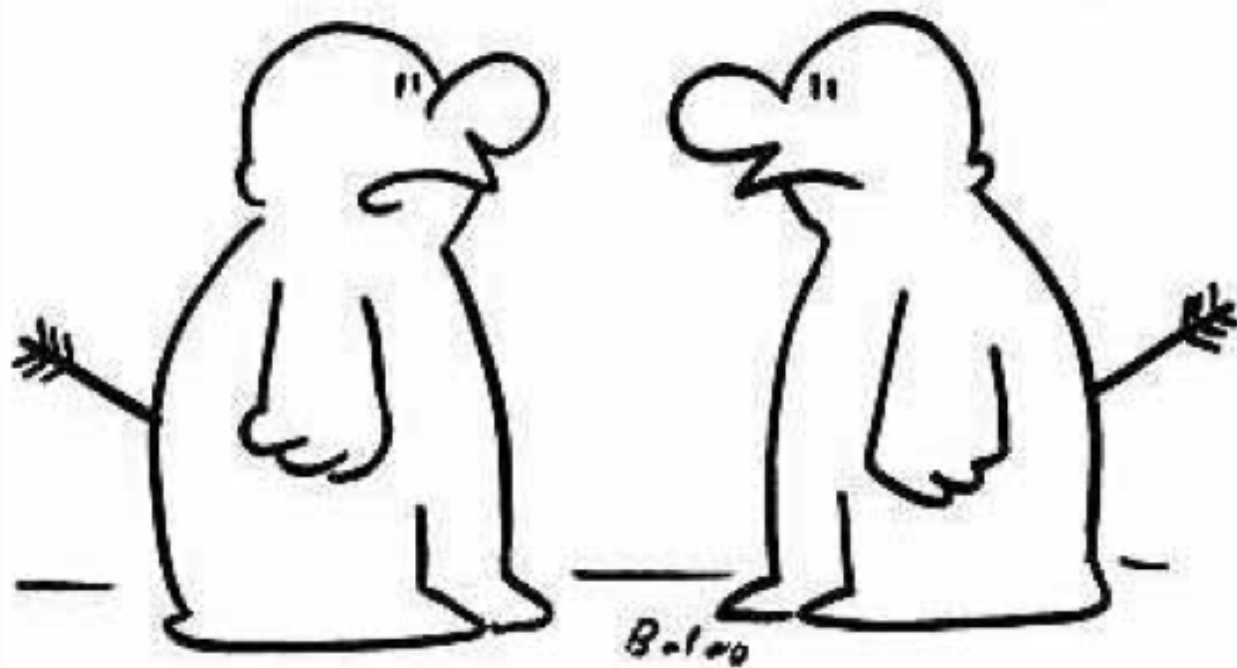
#4

If it is really important

Thought #2

What does the phone do?





"I know exactly how you feel."

Inbox
OVERLOAD

Thought #3

What not to do



NOW



LATER



Did you directly address
the problem or challenge
that required the call?



Next
STEPS

Thought #4

Email vs Phone in Sales

4 FACTORS

Time and day of the week

What is the ask?

The number of decision makers

The prospect persona

TAKEAWAYS

When to make the call

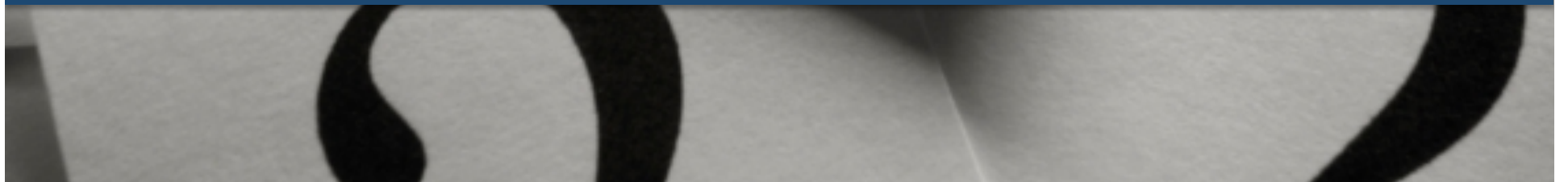
Why use the phone

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Questions?



Upcoming Webinar



Presenter: Rommel Anacan

Leasing Hacks V. 2

Thursday, June 22, 2017

1:00 PM – 1:30 PM CT

Register at www.epmsonline.com

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