



Powerful Telephone Techniques

"CUE CARD"

ESSENTIAL QUALIFYING QUESTIONS

BE SURE THAT YOU:

- 1 **Smile** – the caller will "hear" it.
Answer – by the third ring.
Warm & Friendly – 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!

COMPLIMENTS OF...

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