



Welcome

Closing Techniques



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Questions? Chat with us on twitter!
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TOPICS

Types of *prospects*

The problem with *options*

7 closing *techniques*

Final tips

DON'T SELL AN APARTMENT.
ALWAYS SELL YOURSELF.

Thought #1
Types of prospects

WHY LEASE NOW

WHY LEASE HERE

WHY LEASE FROM YOU



**I'm just
LOOKING**



**I need to be
CONVINCED**



**Tell me
MORE!**





motivation

Thought #2

The problem with options

PEOPLE VERY QUICKLY
GO FROM MOTIVATED
TO OVERWHELMED.

AVOID

KILLING THE SALE





Thought #3
Closing Techniques

#1

CLOSING TECHNIQUES

Set goals

#2

CLOSING TECHNIQUES

Listen. And listen some more.

#3

CLOSING TECHNIQUES

Sell with questions

#4

CLOSING TECHNIQUES

Have a conversation

#5

CLOSING TECHNIQUES

Remove fear

#6

CLOSING TECHNIQUES

Make it easy

#7

CLOSING TECHNIQUES

Plan the next step

Thought #4
Final Tips

NEVER

stop selling

DO WHAT YOU DID IN THE
BEGINNING OF THE
RELATIONSHIP AND
THERE WON'T BE AN END.

Tony Robbins

TAKEAWAYS

3 types of prospects

Eliminate excessive options

Closing techniques

A couple final tips



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- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
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Thank you! Want to learn more?



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Upcoming Webinar



Providing Value

Thursday, April 23

1:00 PM – 1:30 PM CDT

Register at epmsonline.com