



Welcome

Create a Thoughtful Sales Strategy

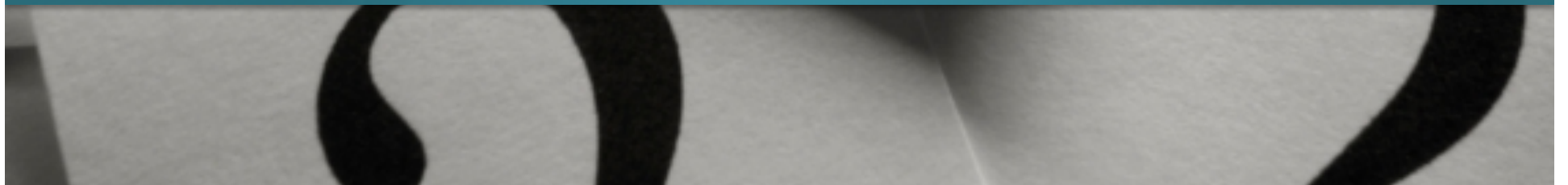


epmsonline.com | dwalker@epmsonline.com | 847-707-2472

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Questions?



TOPICS

5 thoughtful sales tips
Discover sales opportunities
Stay customer focused

SEEK FIRST TO UNDERSTAND,
THEN TO BE UNDERSTOOD.

Thought #1

5 thoughtful sales tips

PEOPLE DON'T FAIL BECAUSE
THEY PLANNED TO FAIL. THEY FAIL
BECAUSE THE FAIL TO **PLAN**.





Map the pre and post-lease
customer journey

WIP #2



How can you improve
the journey

MLP #3



How does your sales process
integrate with your marketing?

WIP #4



Create a 90 day plan

PIP #5



Refine and monitor



Thought #2

Discover sales opportunities

**WHO
WHAT
WHERE
WHEN
WHICH
WHY
HOW**



IDEAL CUSTOMER



Rework OLD

PROSPECTS



Thought #3
Stay customer focused

ALIGN MARKETING AND
SALES EFFORTS AROUND
THE CUSTOMER.



DOCUMENT CUSTOMER
JOURNEY





TAKEAWAYS

5 thoughtful sales tips
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SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
- Resident Surveys
- Apartment Mystery Shopping
- Reputation Management Strategy
- Training & Coaching

Thank you! Want to learn more?

Danielle Walker

dwalker@epmsonline.com

847-707-2472

rentersvoice.com

epmsonline.com

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