



*Welcome*  
Creating Interest:  
Phone and Email





Questions? Chat with us on twitter!  
@therentersvoice #rentersvoice

# TOPICS

What makes a good *email*

How to be interesting and *engaging*

*Meaningful* phone conversations

Final *tips*

EMAILS AND PHONE CALLS  
ARE HOW PEOPLE WILL GET TO KNOW  
YOU, LIKE YOU, AND TRUST YOU.

Thought #1

What makes a good email

WE'RE FACING AN  
**EPIDEMIC**





STORY

*beginning, middle, end*



# The Beginning:

- START WITH A GREETING
- INCLUDE A REMINDER
- PREFACE WITH WHY

# The Middle:

- THE MEAT OF THE EMAIL
- PROVIDE DETAILS
- KEEP IT LOGICAL

# The End:

- ACTION STEPS
- INVITATION
- FULL SIGNATURE



me Women  
the deep blue  
was slowing

#

1

# Thought #2

How to be interesting and engaging

Now what?!







Write fast



Keep it short



Ask questions



Ditch the formula



Make it personal



Use “You”



Keep it natural



Don't be selfish

# Thought #3

How to have meaningful phone calls

#1

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# PHONE CALLS

Don't get too excited

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#2

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# PHONE CALLS

Ask really good questions

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#3

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# PHONE CALLS

Do your research

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#4

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# PHONE CALLS

*Be respectful of their time*

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#5

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# PHONE CALLS

*How can you help?*

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#6

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# PHONE CALLS

*Be yourself and be natural*

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#7

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# PHONE CALLS

Put the brakes on the sales pitch

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Thought #4  
Final tips

DON'T SELL **BEFORE**  
YOUR PROSPECT IS READY.







**WHO?**

**BENEFITS ■**

PERSISTENCE IS A  
VIRTUE IN SALES.

# TAKEAWAYS

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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?



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[rentersvoice.com](http://rentersvoice.com)

[epmsonline.com](http://epmsonline.com)

Register at [epmsonline.com](http://epmsonline.com)

# Upcoming Webinar



Closing Techniques

*Thursday, April 9*

*1:00 PM – 1:30 PM CDT*

Register at [epmsonline.com](http://epmsonline.com)