



Welcome  
Ditch the Pitch  
and Create Value

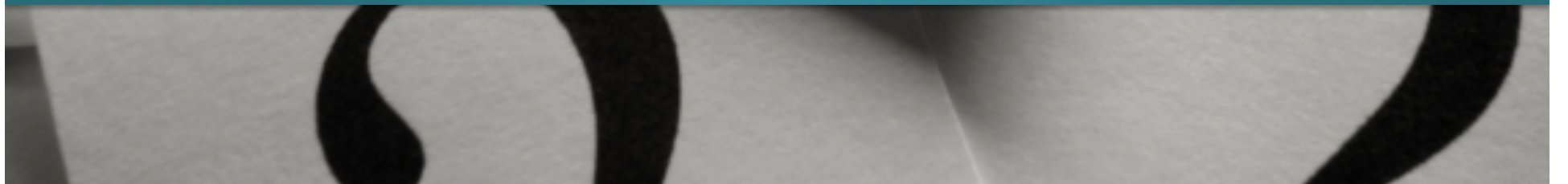


epmsonline.com | [dwalker@epmsonline.com](mailto:dwalker@epmsonline.com) | 847-707-2472

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Questions?



# TOPICS

Techniques to avoid  
Old school sales language  
Final tips

SEEK **FIRST** TO UNDERSTAND,  
THEN TO BE **UNDERSTOOD**.



Thought #1  
Techniques to Avoid



**CHANGE  
AHEAD**



Ditch the pitch

# WIP #2

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Focus on your  
ideal prospect

# WIP #3

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Persuasion rather  
than qualification

# WIP #4

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The sales voice and  
smooth talking

# WIP #5

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Begging for the lease

# WRIP #6

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Not outlining the next steps



Thought #2

Old school sales language



**PROSPECT**  
*and* **RESIDENT**





## Outdoor Space

- Gated
- Courtyard
- Grill
- Picnic Area



## Living Space

- Hardwood Floors
- Carpet
- Tile Floors
- Views
- Walk-In Closets



## Fitness & Recreation

- Cardio Machines



## Features

- High Speed Internet Access
- Washer/Dryer
- Washer/Dryer Hookup
- Air Conditioning
- Heating
- Ceiling Fans
- Smoke Free
- Cable Ready
- Satellite TV
- Tub/Shower
- Wheelchair Accessible (Rooms)

*Generic or overused*  
**ADJECTIVES**

**“PROSPECT NAME”**

Thought #3  
Final thoughts



*People make decisions*  
**EMOTIONALLY**





Create a target market of  
**ONE**

# TAKEAWAYS

Techniques to avoid  
Old school sales language  
Final tips

# **SERVICES OFFERED** BY ELLIS PARTNERS & RENTER'S VOICE

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

Danielle Walker  
dwalker@epmsonline.com

rentersvoice.com  
epmsonline.com

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

# Upcoming Webinar



The art of resident retention

*Thursday, Nov 17*

*1:00 PM – 1:30 PM CDT*

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





Questions?

