



WELCOME

How to conduct effective follow-up training in-person or over the phone





the SHOCKING truth

Leaders are most **COMPOSED** during times of difficulty and change when they are fully **COMMITTED** to **RESOLVING** the issue at hand.

They assume **RESPONSIBILITY** and take the required steps to **PROBLEM SOLVE** before the situation gets out of hand.

NEARLY 1/3

of consumers believe that businesses are now paying
less attention to providing good customer service.

A background image showing a group of people in a meeting or training session. In the foreground, a person is wearing a yellow sweater. In the background, other people are visible, some holding pens and looking at documents. The word 'training' is written in a large, dark blue, sans-serif font, and 'GEN Y' is written in a similar font to its right.

training GEN Y

- Follow-up training is a huge predictor of individual and team performance
- We can drive a change in behavior with personalized instruction

78.9%

stated that career development through additional training was “very important” to them

89.6%

agreed that if they received regular training from their employer it would motivate them to stay longer



ACTION 1:

Make it timely and convenient

I don't have a short attention span, I just...

Oh, look a squirrel!

ACTION 2:

Preparing

| A Note About Our Scoring System | | | | | |
|---|-----------|-----------|---------|---------|--------|
| Technical Score | Excellent | Very Good | Good | Fair | Poor |
| | 100-95% | 94-85% | 84-75% | 74-65% | 64-0% |
| Customer Experience Score | Excellent | Very Good | Good | Fair | Poor |
| | 5 stars | 4 stars | 3 stars | 2 stars | 1 star |

| Shopping Report - Technical Score | | | |
|-----------------------------------|-----------------|---------------|--------------|
| | Possible Points | Earned Points | Percentage |
| Telephone | 100 | 81 | 81.0% |
| Greeting | 20 | 20 | 100.0% |
| Identifying Needs | 20 | 17 | 85.0% |
| Demonstrating | 25 | 25 | 100.0% |
| Closing | 30 | 30 | 100.0% |
| Follow-Up | 5 | 2 | 40.0% |
| OnSite Total | 100 | 94 | 94.0% |
| Total Score | 200 | 175 | 87.5% |

| Ellis Benchmark Scores (This Report) | |
|---|--------|
| Ellis Shopping Report Multifamily | 100.0% |
| Industry Benchmark | |
| Ellis Customer Experience Benchmark | 4.0 |

| Customer Experience - Emotional Score | |
|---------------------------------------|-------|
| Met Needs | ★★★★☆ |
| Portrayed Value | ★★★★☆ |
| Customer Service | ★★★★☆ |
| Overall Rating | ★★★★☆ |

| Customer Loyalty Score | |
|------------------------|-----|
| Would you recommend? | Yes |

| Ellis Industry Benchmark Averages | | |
|-----------------------------------|---------------------------|-------------------------------|
| | Shopping Report Benchmark | Customer Experience Benchmark |
| 4th Qtr 2013 | 91.0% | 3.7 |
| 3rd Qtr 2013 | 91.0% | 3.7 |
| 2nd Qtr 2013 | 91.0% | 3.7 |
| 1st Qtr 2013 | 93.0% | 3.7 |

ACTION 2:

Preparing

| MANAGER/TRAINER | EMPLOYEE |
|--------------------------------|-----------------------------|
| 1. Evaluation Form | 1. Review current Shop |
| 2. Review current shop +2 | 2. Listen to recorded call |
| 3. Read shopper comments | 3. Complete self-evaluation |
| 4. Look for patterns | |
| 5. Listen to the recorded call | |

ACTION 3:

Open and honest feedback



Our growth relies on the feedback we give and receive from each other. Giving open and honest feedback can be one of the most rewarding experiences in our daily work life.

ACTION 3:

Giving Bob feedback





ACTION 3:

Giving Bob feedback *curious*

BE CURIOUS for 2-3 minutes

- Infuse his spirit with praise
- Get to know his past, goals, concerns

ACTION 3:

Giving Bob feedback *behavior*

**FOCUS ON THE BEHAVIOR.
NOT BOB.**

- Enlighten him on his sales weakness
- Connect to his goals



ACTION 3:

Giving Bob feedback *sweetener*

ADD SWEETENER

- Feed Bob small doses of correction
- Sprinkle in honest doses of compliments



ACTION 4:

Training and coaching

MANAGER/TRAINER

1. Evaluation Form/Shop
2. Discuss what happened
3. Play the recorded calls
4. Ask him to evaluate
5. Give him feedback
6. Ask him to take ownership

EMPLOYEE

1. Self-Evaluation Form/Shop
2. Discuss what happened
3. Listen to the recorded calls
4. Provide feedback
5. Discuss the details
6. Take ownership

TOOLS

LETS ROLE-PLAY! The Telephone

1. Greeting: SMILE AND MAKE A CONNECTION!

DOLORES: Thank you for calling Saint Andrews, this is Dolores, How may I help you?

|
(CLIENT: I would like some apartment information)

DOLORES: I can certainly help you with that, whom am I speaking with?

(CLIENT: Maria)

DOLORES: We appreciate your call Maria. How did you hear about us?

(CLIENT: On ApartmentGuide.com)

2. Identify Needs: QUALIFY Them and help them

DOLORES: Great! What size home are you interested in?

(CLIENT: A 2 bedroom)

DOLORES: Well, Maria we have a few different styles of 2 bedrooms.
~~When would you need to move in?~~

TOOLS

IMPROVING SALES PERFORMANCE THROUGH RELATIONSHIP SELLING

Relationship selling involves *removing barriers and building trust*. The objective is to help your client succeed by developing a warm, personal relationship based on a common goal—to locate the perfect home. By following the 4 key components of the “SALE” process, you can effectively achieve your goals.

SET THE STAGE: Establish Rapport and Build Trust

- 1) Prepare yourself. Why should the client want what I have to offer? This is a question you should be able to answer with a positive response from the beginning to the end of your sales presentation.
 - 2) Engage your audience immediately with a powerful, relevant opening that focuses on the client. Remember, it is about them....not you.
 - 3) Know your product and be prepared to sell. Focus on getting to know the client's needs and building trust. Having first hand knowledge of your product and current availability will eliminate the need to pull or refer to reports. Putting a client on hold
-

ACTION 4:

Training and coaching

- Listen to additional telephone shops and get in the habit of self-evaluating
- Role-play with someone. Let that person evaluate you. Make it fun!
- Create your own “perfect” shop script for role-playing

ACTION 5:

Remove the blinders



ACTION 5:

Let them go

Get rid of non-performers immediately.

You will save yourself a lot of time and goodwill with other team members. You will notice a lightness and energy in the air immediately afterwards.

TAKEAWAYS

- Schedule training within 5-7 days of receiving the unacceptable report
- Use your convenience tools.
- Get to know Gen Y.
- Review current shop +2. Look for patterns.
- Be “Curious” before you give open and honest feedback.
- Play with the “problem.” Role-play.



Maria Lawson
mlawson@rentersvoice.com
940.902.1742
@mlawson70



Naomi Bailey
nbailey@rentersvoice.com
949.388.3836

“I never beat employees over the head with unacceptable shops. I let the shopping report do the work for me—revealing the behavior—then I coach the employee on how to identify the problem. We “play” with it and discover solutions together. This is how we improve performance. “

-Maria Lawson, EPMS, Vice President of Training and Development

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

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

Upcoming Webinar



How to overcome the
cookie cutter problem

Thursday, Nov 6

1:00 PM – 1:30 PM CDT

Register at epmsonline.com