



Welcome Internet Lead Response Strategy



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

TOPICS

You have a *lead*

Quick *stats*

The state of *voicemail*

THE RIGHT THING
AT THE WRONG TIME
IS THE WRONG THING.

Thought #1

You have a lead...now what?

PROSPECT

expectations





Follow up on 100%
of inbound leads

WIP #2



Follow up in less than
60 minutes

WRIP #3



Provide complete answers

WIP #4



Measure, adjust,
measure, adjust



Thought #2

Quick Stats

BEST TIMES TO MAKE CONTACT

4-5 PM

164% difference

RESPONSE TIME

5 minutes

PERSISTENCE

Always make at least

6 attempts

BEST DAYS

THURSDAY

Followed by Wednesday

Thought #3

The state of voicemail





SOCIAL

selling...the right way



PROVIDE
VALUE



TAKEAWAYS

You have a *lead*

Quick *stats*

The state of *voicemail*

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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Upcoming Webinar



Listen. Then sell. Create a winning sales strategy.

*Thursday, April 28
1:00 PM – 1:30 PM CDT*

Register at epmsonline.com