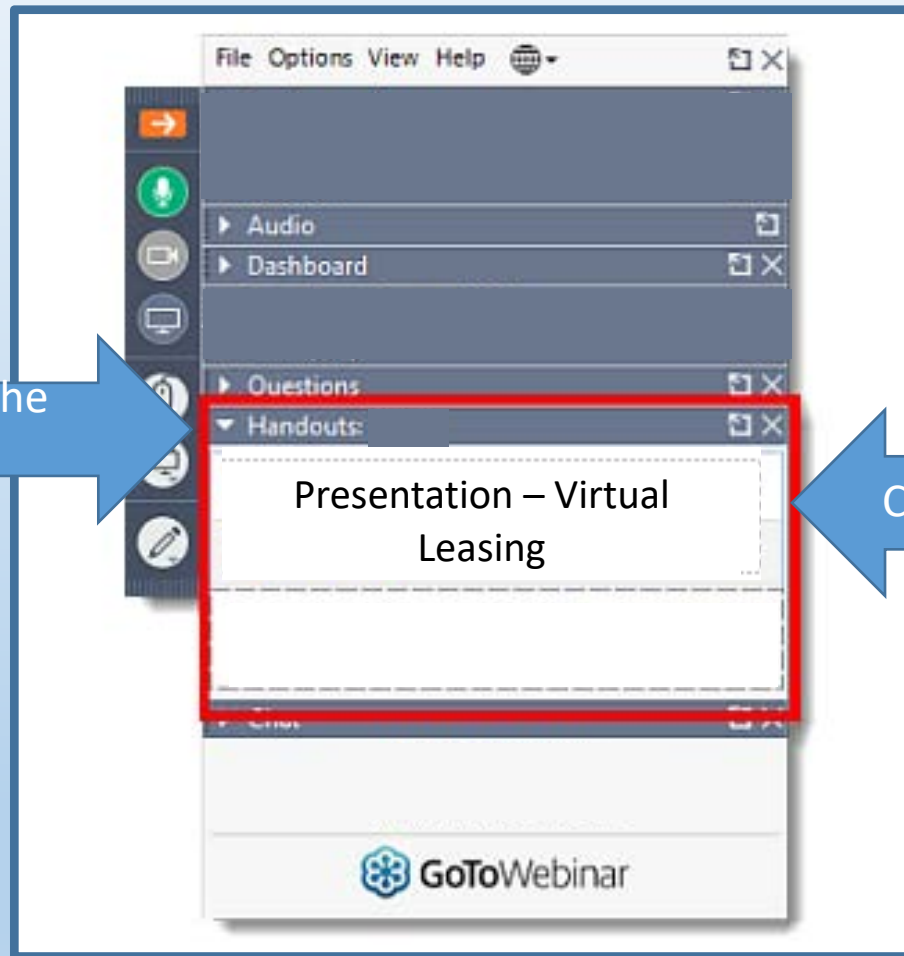


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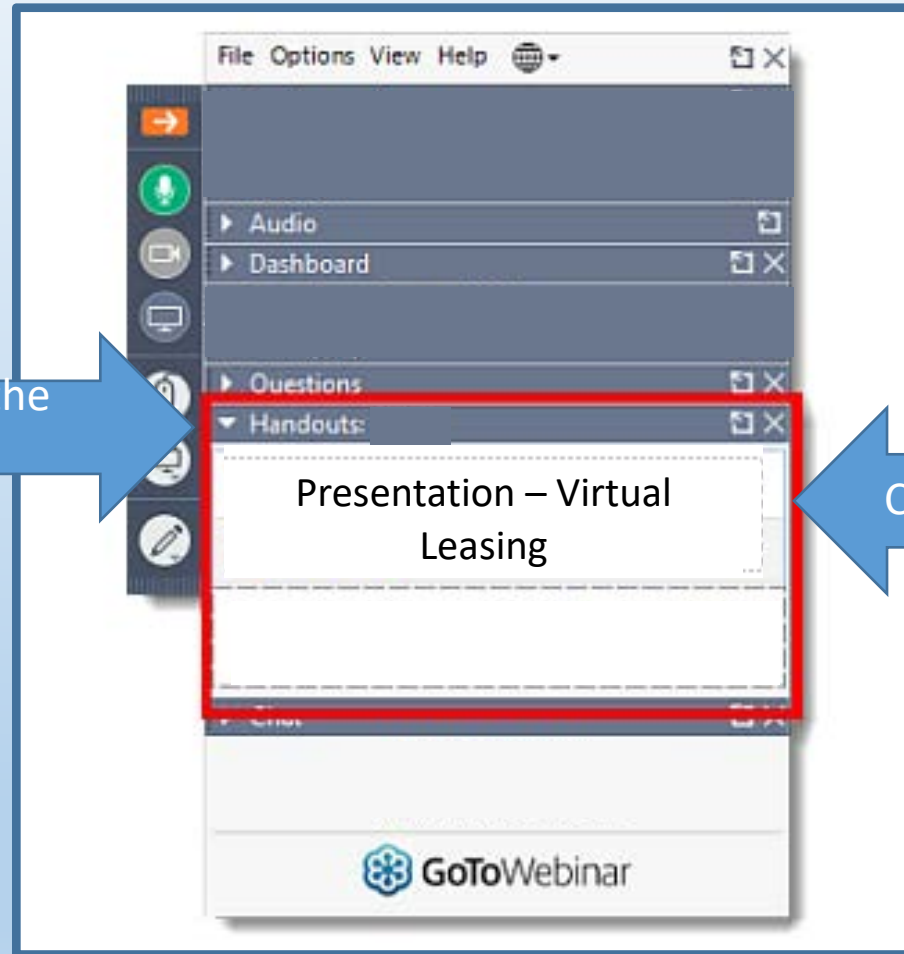
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Presentation Skills for Virtual Tours

WELCOME!



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Free COVID-19 Resources
for Multi-Family Properties

Learn More



COVID-19 Resource Center

edge2learn

COVID-19 is a pandemic that has affected everyone in our industry both in business and personal life. We have technology that allows us to continue business interactions until things return to normal. With this in mind, we've created resources to assist you with adjusting and taking precautions as needed. Together, we'll keep the multi-family industry moving forward and ready to handle what comes next.
Your Partners at Edge2Learn and Ellis Partners



Precautions for Maintenance



Leadership



Working From Home

Other Resources



A Partner You Can Trust!



Outside Resources: Learning from Others!

Ellis Mystery Shops

#WeCanHelp #35YearsExperience

Internet Shops

Email

Chat

Text

Telephone Shops

Standard Telephone

Basic Virtual Leasing Experience Mystery Shops

Advanced Virtual Leasing Experience Shops

Telephone/In Person Shops (Guided or Self Guided)

Telephone with onsite/Audio/Visual

Thank you for joining us today!

Want to learn more?



Pam Roberts Pederson

Director of Engagement and Communications

Edge2Learn

ppederson@edge2learn.com | (317) 881-8511



Today's Presentation!



Meet Your Speaker

Rommel Anacan



- Rommel is the president of The Relationship Difference in Orange County, CA.
- He has experience at all levels of the multi-housing industry, onsite to corporate.
- He has earned a reputation in the industry for solving challenges in the most uncommon ways.
- He is known as “The Connection Expert” and his “Win With People” message has a powerful impact on communication, sales and customer service.



A close-up photograph of a young woman with long, wavy blonde hair, smiling broadly and holding a black smartphone in her right hand. She is wearing a dark purple turtleneck sweater. The background is blurred, suggesting an outdoor setting.

If you're virtual leasing...that's great!

But....watch out for these common traps!





Rushing through your presentation

Skipping over critical parts of the process



Being generic or boring in your presentation



Being an “Order Taker”



These things decrease your success!



“But, *I*’m doing everything on my list!”



But, it's not enough to simply complete the checklist



Today's customer expects MORE





Tip #1

STYLE POINTS MATTER

Presenting Through a Screen is Different



You and your community are the STARS!



Tip #2: Treat it Like a First Date



We are on our best behavior on a first date!



“Order whatever you want!”

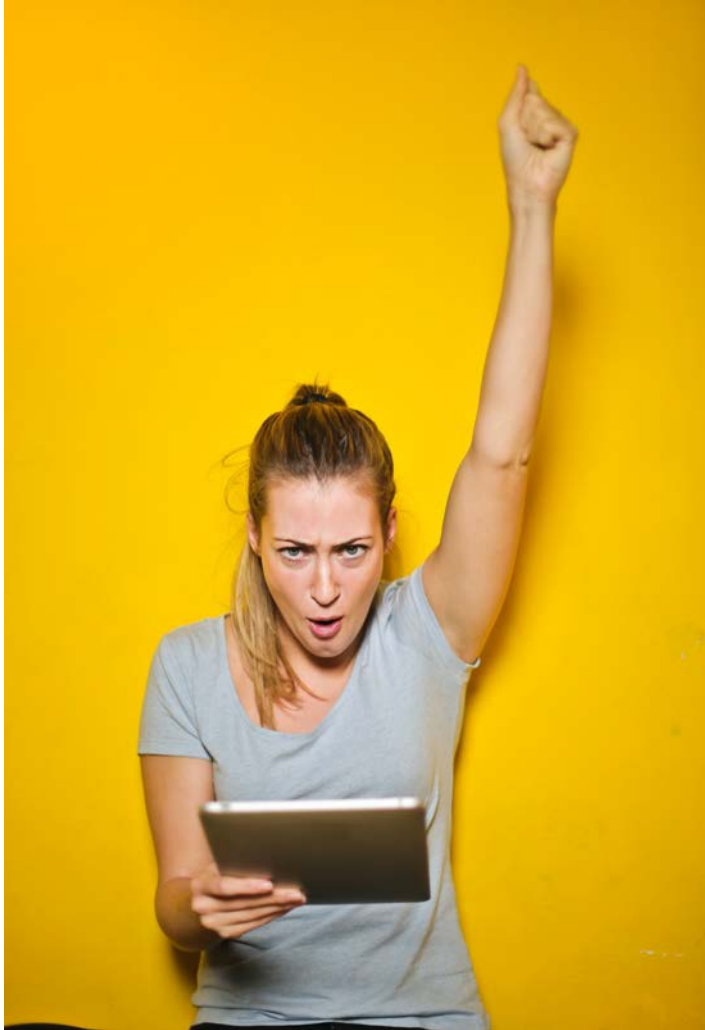


Total lie!

You need the same mindset in virtual leasing!



You need the same mindset in virtual leasing!



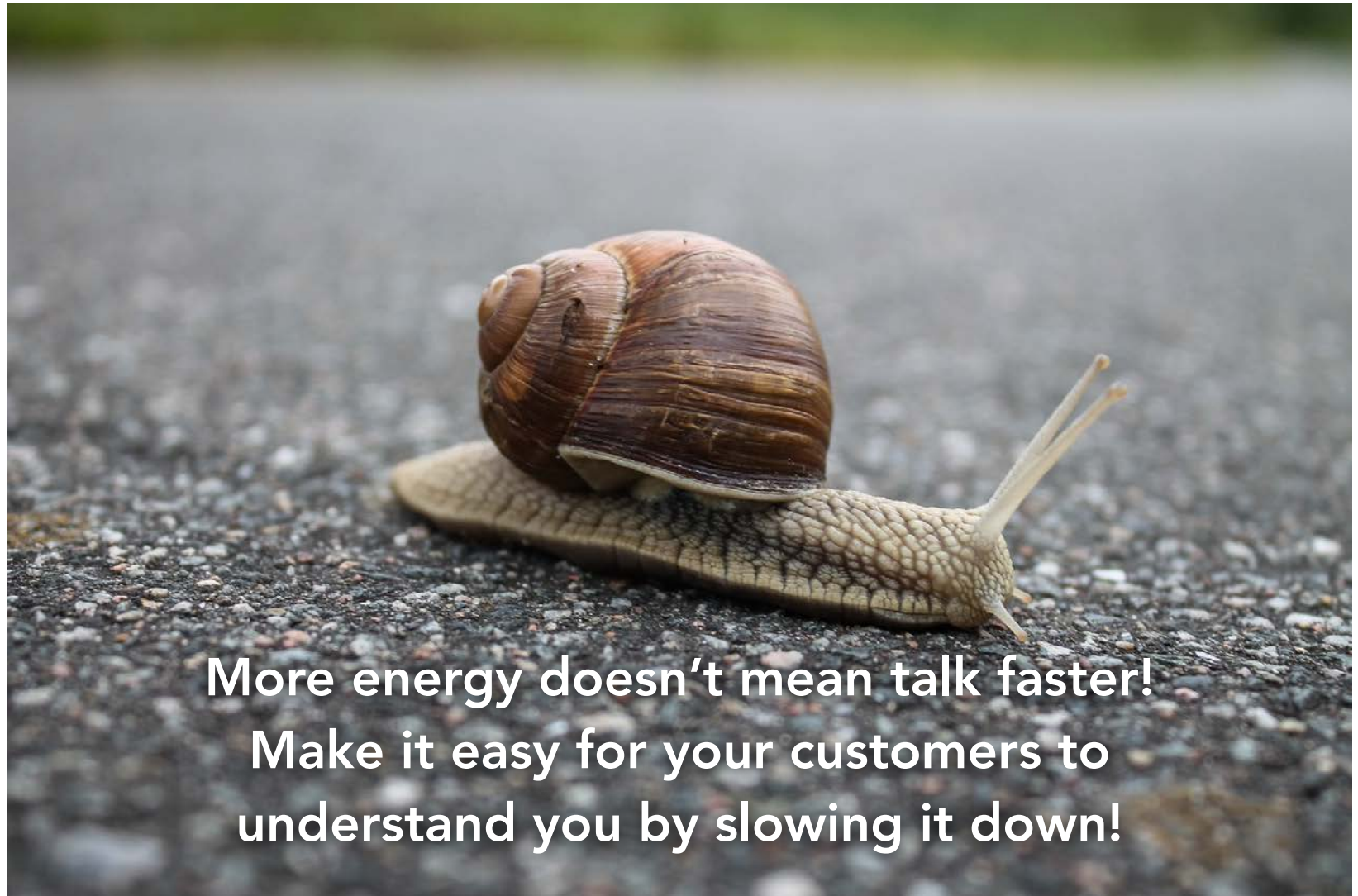
Whatever it takes!

Tip #3: Bump Up the Energy!



**Use more energy
on phone and
video than you
would in person**

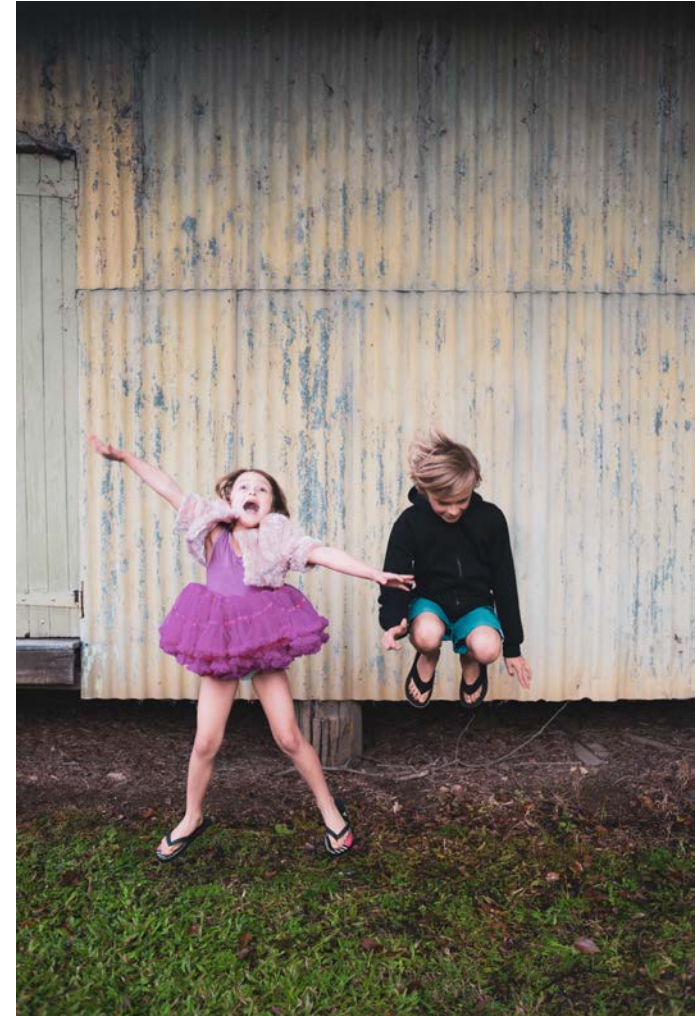
Tip #3: Bump Up the Energy!



More energy doesn't mean talk faster!
Make it easy for your customers to
understand you by slowing it down!

Tip #3: Bump Up the Energy!

- Go BIGGER with
 - Your body language
 - Your facial expression



Especially when your default is this...



Or this...



In other words: **SMILE a LOT!!**



Be Excited With Your Voice



Pro Tip: Use a Microphone

- Live Tour: Use a headset with a microphone
- Filming a Video: Use a microphone that you can plug into your device's headphone jack
 - If it's windy outside put a windscreen on the microphone



What's wrong with this?



Tip #4: Look into the Lens



Tip #5: Use Landscape Mode



Tip #5: Use Landscape Mode



Tip #5: Use Landscape Mode | Except for IG



Tip #6: Check-In Often



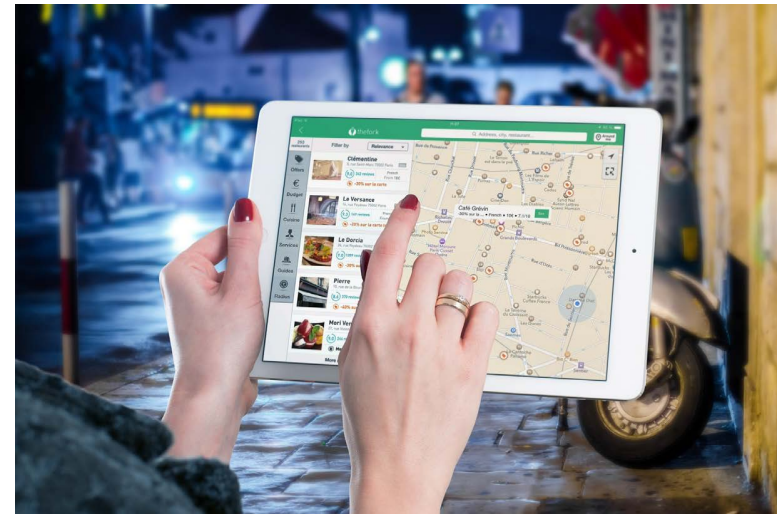
- Your GOAL:
 - Keep your prospects ENGAGED!
- Ask questions like:
 - *"How does this look to you?"*
 - *"Could you see yourself living here?"*
 - *"Is there anything else you'd like to see?"*
 - *"Tell me your thoughts!"*

Tip #7: Manage the Transitions



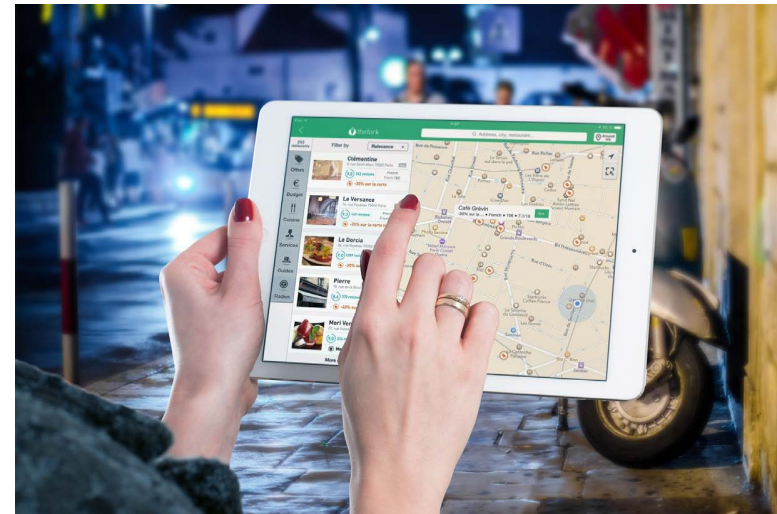
Tip #7: Manage the Transitions

- Narrate the Experience
 - Help them see with your words
- Minimize “dead air” with
 - Questions
 - F.O.R.M. (Family. Occupation. Recreation. Message.)
 - Information



Tip #7: Manage the Transitions

- Narrate the Transitions
 - “You’re about to see your actual apartment.”
 - “It may get a little bumpy right now, so hang in there.”
 - “I’m going to go down several flights of stairs...”
 - “We’re going to head back to the office.”



Tip #8: Keep the CONVERSATION going!



Pre-COVID Call Length | About 5 Minutes



Post-COVID Call Length | About 8 Minutes



There is a great OPPORTUNITY for YOU!



- Set yourself apart from your competitors by doing the things we've talked about in this webinar
- Magnify your personality and let it shine through the screen

Stars know how to be themselves but BIGGER



There is a great OPPORTUNITY for YOU!



- Set yourself apart from your competitors by doing the things we've talked about in this webinar
- Magnify your personality and let it shine through the screen
- Remember, the longer the call the higher the scores

If you do this...



Our Next Edge2Learn Webinars!

We're Better Together: Property Management Approach to Emotional and Mental Health

June 4, 2020

1:00pm – 1:30 pm CST

**Register on
edge2learn.com**

John Sons



Our Next Edge2Learn Webinars!

**Leasing to Keep 'em!:
Keeping Residents Longer
Even in a COVID-19 World**

**June 11, 2020
1:00pm – 1:30 pm CST**

**Register on
edge2learn.com**

Rick Ellis





Questions?

From All of us at Edge2Learn

