

# Telephone Magic

## *POWERFUL TELEPHONE TECHNIQUES*



### **Rick Ellis, CPM**

Training Consultant

Ellis Partners in Management Solutions

**Meet Rick Ellis!**



# **BODYBUILDING** *Magazine*



**Former  
Mr. World  
2005**



# *Howdy!*

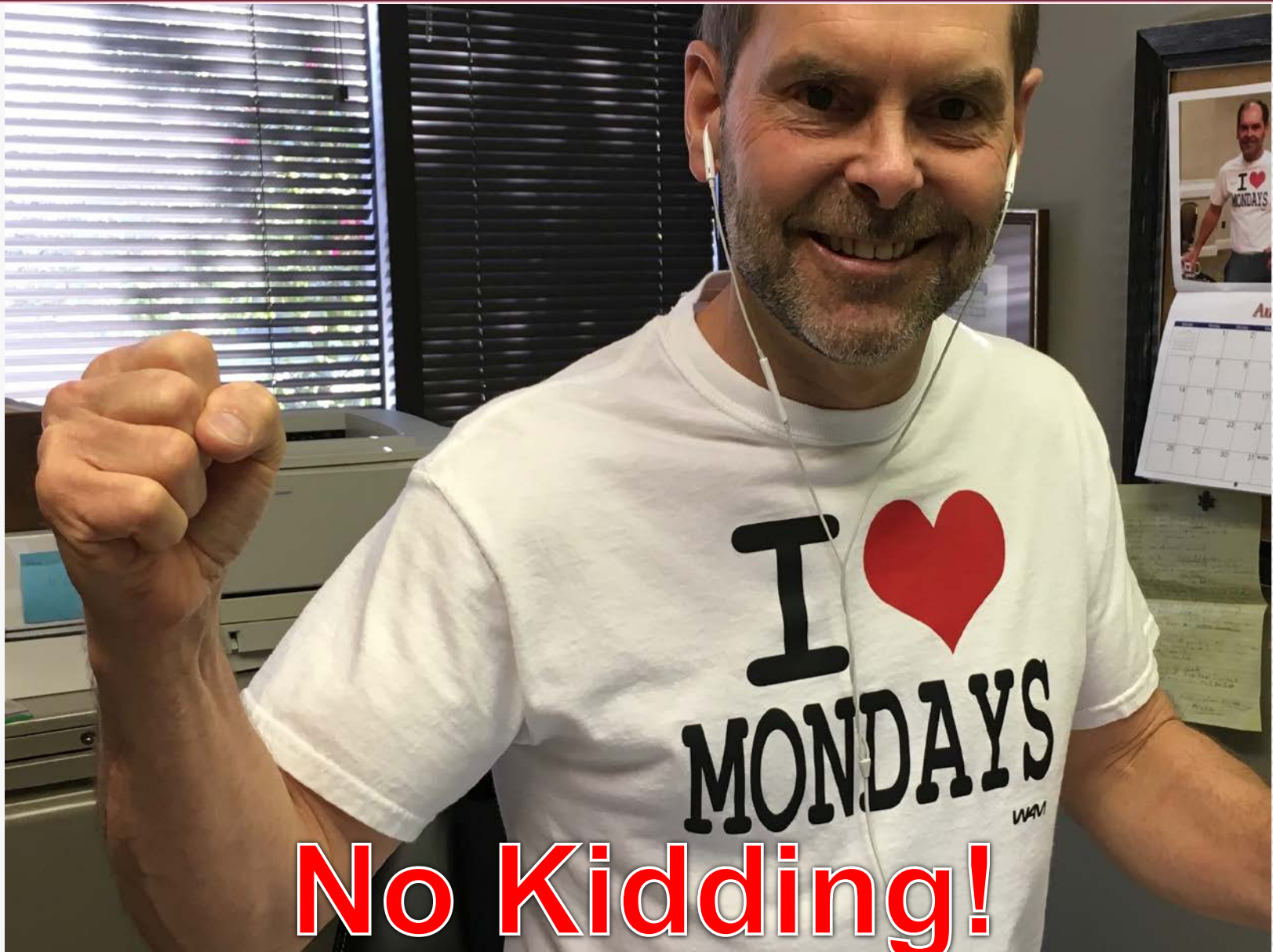
**Rick Ellis**  
*CAM, CPM*





The REAL Rick Ellis...Presenting to you HERE and NOW!

# Rick LOVES *Monday!*



**No Kidding!**

# Wife & Friend

**D  
I  
A  
N  
E**



My Whole Team...Ready to Go!



# Rick Ellis, CPM

- Property Manager since 1980
- We provide apartment portfolio consulting nationwide.
- Lease and Manage Apartments Everyday Just Like You!
- I experience the Same Challenges and Struggles that each of you experience!

**Let's Learn Together!**

# Do You Have All 3 Handouts?

1. **Telephone Magic** - 5 page handout
2. Powerful Telephone Techniques  
***Welcome Guest Card*** pdf / template
3. **Cue Card** – Essential Qualifying Questions



**OK...Let's Rock & Roll!!**

# TELEPHONE MAGIC?

No, not really magic. It is.....

- Technique
- Sales Skill
- Drive & Desire
- People Skills
- Common Sense

# The Telephone!

## *The Most Powerful Tool in the Leasing Office*

1. You Can Reach the World...And the World Can Reach You!
2. It is the Fastest Way to Increase Traffic
3. Your most EFFECTIVE tool for responding to Internet Leads
4. The Phone Produces the MOST QUALIFIED Rental prospect. (Oh yeah, it really does!)

# A Most Qualified Prospect:

1. They like *You*, the Leasing Professional!
2. The Rental Rate is Acceptable
3. The Location or Neighborhood of your Property is OK!
4. And the apartment Community Looks and “Feels” Appealing



PLUS...The Telephone  
Prospect tends to be  
more stable and  
dependable!

Your # | OBJECTIVE  
for handling a Telephone  
Inquiry:

Get the Phone Prospect  
to the Property...

Right Now!

# Right Now!



I said  
**RIGHT NOW!**  
**RIGHT NOW!**

# Reaching Your #1 Objective



How Do We Reach That Goal?

**ellis**

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# Reaching Your #1 Objective:



1. They need to VISIT the apartment community.
2. Set an appointment
3. Don't be quick to disqualify!
4. Don't just give out information...

**Get the Prospect to Your  
Property...**

**Right NOW!**

**RIGHT NOW**

**I said**

**RIGHT NOW!**

**RIGHT NOW!**



The **ONE** word that  
describes the **IDEAL**  
Leasing Professional?

**F E P**

# FEP!

1. Friendly

2. Enthusiastic

3. Professional

# Relationship Selling

The Single Words to Best Describe the Ideal Leasing Professional:

1. Friendly
2. Enthusiastic
3. Professional





**Marley is FEP!!**



Chester. He's NOT so **FEP!**

The **ONE** word that  
describes the **IDEAL**  
Leasing Professional?

**FEP**

# 6 Steps...

1. **STOP** what You're Doing
2. **ANSWER** by the 3<sup>rd</sup> Ring
3. **SMILE...** the caller will hear it!

# ••• to a Successful Call

4. Enthusiastic Greeting

5. Warm & Friendly Sound – Positive Attitude

6. Be prepared – Have Your Tools Ready!

# Enthusiastic Greeting!

*“Thankoofacalin  
SunshinePartments  
Thisssssuzy  
Howkinlhepya?”*



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# The Guest Card

*(Prospect Information)*

## Use the Guest Card on Telephone Prospect Calls

- Cue Card
- Comprehensive, Permanent Record
- Telephone Conversions
- Fair Housing Compliance



# Welcome

Let me get a little information  
so we can better assist you.

Name \_\_\_\_\_ Home / Cell Phone \_\_\_\_\_  
Text OK?  Yes  No  
Address \_\_\_\_\_ Work Phone \_\_\_\_\_  
City, St., Zip \_\_\_\_\_ E-Mail Address \_\_\_\_\_  
Employer \_\_\_\_\_ Occupation \_\_\_\_\_  
Current Apt. Community \_\_\_\_\_ DL# \_\_\_\_\_ State \_\_\_\_\_

**APARTMENT DESIRED**

Studio / Efficiency  
 1 Bedroom  
 2 Bedroom / 1 Bath  
 2 Bedroom / 2 Bath  
 3 Bedroom  
 4 Bedroom

Moving Date: \_\_\_\_\_  
Price Range: \_\_\_\_\_  
Number of Occupants: \_\_\_\_\_  
Pets: \_\_\_\_\_

**COMMENTS**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**SPECIFIC NEEDS & WANTS**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Internet  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
 Phone Inquiry  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
 Appt. Set  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
 Visit  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_

**REFERRAL INFORMATION**

Our marketing department would like to know how you learned of our community

Newspaper: \_\_\_\_\_  Apt. Guide: \_\_\_\_\_  
 Yellow Pages: \_\_\_\_\_  For Rent: \_\_\_\_\_  
 Sign: \_\_\_\_\_  \_\_\_\_\_  
 Internet: \_\_\_\_\_  \_\_\_\_\_

The more information you get from your rental prospect, the more trust you create.

The manual Guest Card is often preferred over an electronic Guest Card that is part of your lease management software.

Of course you must enter the data in your lease management software after the phone call...but this will only take a few moments. 😊

# Follow-up!

1. Apt. Shown:  Yes  No Leasing Professional: \_\_\_\_\_

2. Type of Apt. Shown: \_\_\_\_\_

Type of Apt. Shown: \_\_\_\_\_

3. Special or Incentive Offered: \_\_\_\_\_

4. Apt. Rented:  Yes  No Address: \_\_\_\_\_

5. Reason  Did or  Did Not lease: \_\_\_\_\_

6. Comments: \_\_\_\_\_

7. Thank you note sent:  Yes  No Date: \_\_\_\_\_

8. 24 hour follow-up call:  Yes  No Date / Time: \_\_\_\_\_

9. Follow-up: \_\_\_\_\_

10. Follow-up: \_\_\_\_\_

11. Follow-up: \_\_\_\_\_

Keep up with your former prospects. They will provide you with a good source of future residents!

Prospects that don't lease on their first visit may be ready to lease in the future.



Definitely.... NOT **FEP!**

Ya' Gotta Be

FEP

**ellis**

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# Questions for the Telephone Presentation

How much?

Who?

Why?

When?

Where?

What?

# Powerful Telephone Techniques

## CUE CARD

1. On Your Desk...By the Phone
2. Not a Script...A CUE! (Reminder)
3. Great for those “No Brainer” Days!

# Powerful Telephone Techniques “Cue Card”

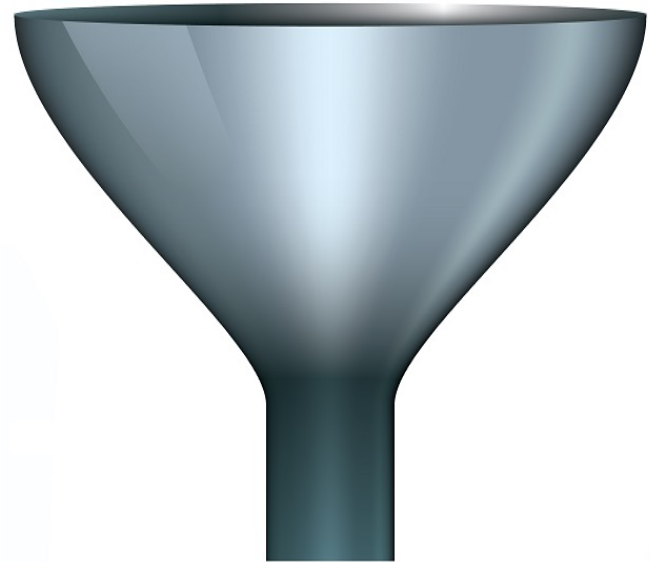
## *Essential Qualifying Questions*

- **Answer** – promptly, by the third ring.
- **Smile** - the caller will “hear” it.     **Communicate Warmth & Friendliness** – with your tone of voice.
- **Introduce** - “Thank you for calling. My name is \_\_\_\_\_. And you are \_\_\_\_\_?” **Use the prospect’s name!**
- **Contact Information** - “Can I get your phone number in case something comes up?” “Let me get your email address so we can keep in touch.”
- **Traffic Source** - “Do you work nearby?” “How did you get our telephone number?”
- **Qualifying** - “I want to find the perfect home for you. Do you mind if I ask you a few questions?” **ASK** - “Is the home just for yourself?”; “Will you be bringing any pets?”; “When are you planning to move?”; “What price range are you budgeting for?” “Do you mind if I ask why you are considering a move right now?”
- **Specific Needs** – “Take a moment and describe the type of home you are looking for.” ; “Do you have any special needs or preferences?”
- **Describe** - amenities and services offered by the management company. **Create** – a sense of urgency.
- **Invite** - “When do you think you might come by for a visit? I want to make sure I am here so I can personally assist you.” **Offer** - specific directions. **Confirm** - the appointment time and meeting address.
- **Thank the prospect for calling!**

# Getting the Appointment

## The Funnel Technique

An 'appointment' is a meeting between you and the prospect at the apartment community at a specific day and time!



# Getting the Appointment...

## The *FUNNEL* Technique



After Work... or... RIGHT NOW!?

Saturday... or... Sunday?

3:00pm... or... 1:00pm?



Sheila...Very **FEP!**

The **ONE** word that  
describes the **IDEAL**  
Leasing Professional?

**FEP**

# FEP!

1. Friendly

2. Enthusiastic

3. Professional

**Thanks!**

**Come see us  
sometime!**

**BYE BYE!**



Thank you! Want to learn more?

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