

Join Us Now...



Selling in Your Customer's Language!

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The Ellis Companies

Enhancing Employee and Customer Experience

Your industry partner for over 30 years

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
- ❖ Ratings & Reviews
- ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching

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Thank you for joining us today!

Want to learn more?



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MEET YOUR SPEAKER

Rommel Anacan



- Rommel is the president of The Relationship Difference in Orange County, California
- He has experience at all levels of the multi-housing industry, onsite to corporate.
- He has spoken to tens of thousands of people all across the nation.
- He is the newest member of the Apartment All-Stars.
- A fun fact about Rommel is he has been to **32 states** (so far) in his career!

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HELLO

The image shows the word "HELLO" spelled out in a row of six handmade clay objects. The letter 'H' is made of reddish-orange clay. The letter 'E' is made of teal clay. The two 'L's are made of reddish-orange clay. The letter 'O' is a hollow ring made of light yellow clay. To the right of the 'O' is a small cupcake made of white clay with blue polka dots on top and a teal base. The entire arrangement is set against a plain, light-colored background.

The Problem



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The Problem



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The Solution

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The Disclaimer



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The Premise



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The Best Friend



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The Best Friend Wants You to...

- Be her BFF too!
- Be relational and not transactional
- Be likeable and friendly
- Help him/her receive appreciation from the people that matter most



The Boss

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The Boss Wants You to...

- Know s/he knows what s/he wants
- Give him/her what s/he wants
- Focus on the facts-not emotions!
- Get this done quickly
- Stop being his best friend or expecting him to be yours



The Creative

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The Creative Wants You to...

- Be exciting NOT boring
- Enthusiastic...GEEKED OUT!
- Be social
- Appeal to his/her imaginative and creative side
- Be patient and persistent to keep him/her focused on the process

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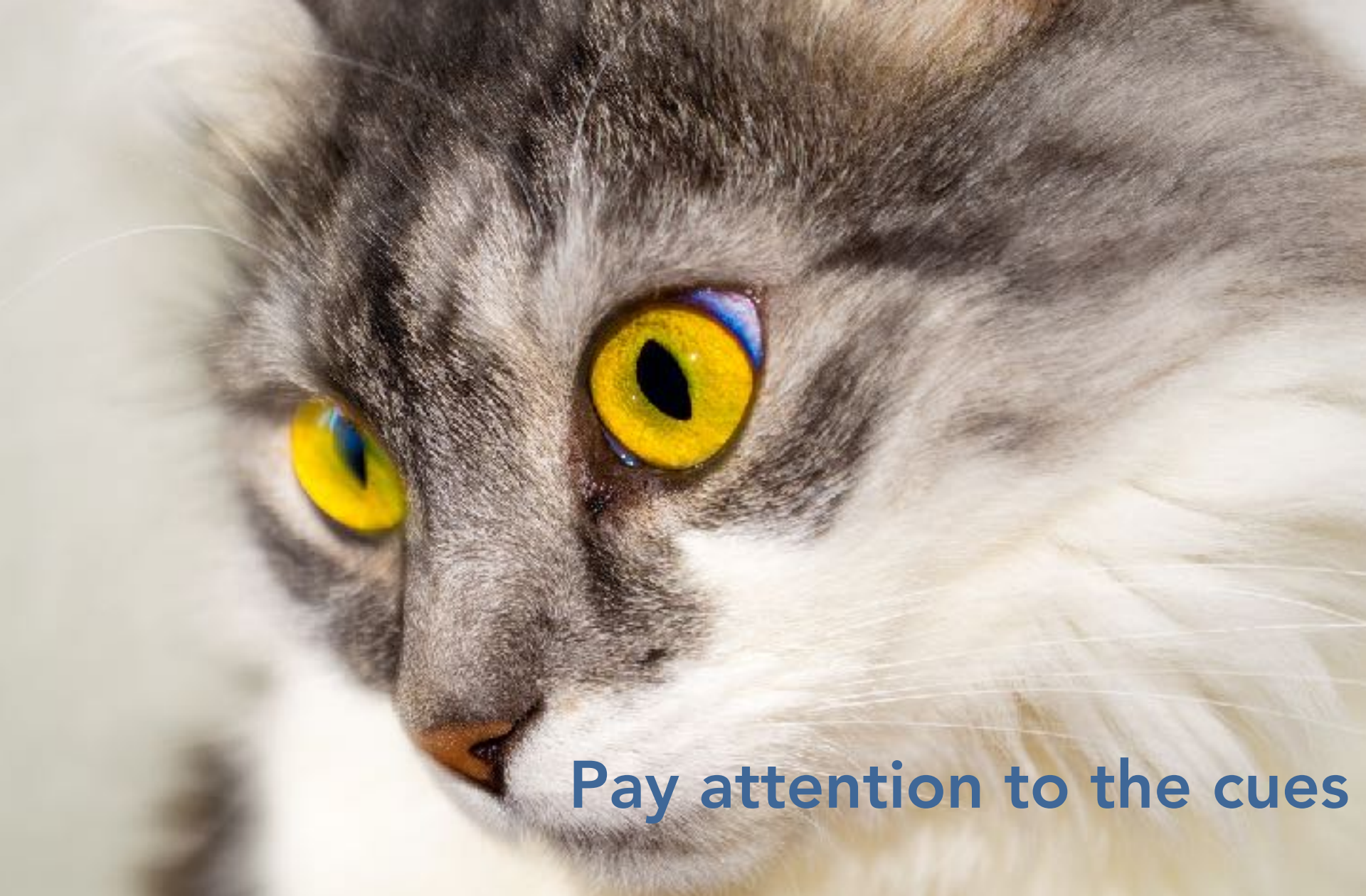


The Expert

The Expert Wants You to ...

- Know s/he has done lots of research
- Be an expert yourself
- Be specific and literal in your communication
- Reduce his/her risk of making the wrong decision
- Be patient as s/he works his way through the process

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Pay attention to the cues

Shift when needed!



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Speak your customer's language!

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*Remember: If the Best
Friend likes YOU, s/he'll
like what you're selling!*



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Give *The Boss* what s/he wants...quickly!



Be exciting not boring with The Creative!

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Help The Expert reduce the risk of making the wrong decision!

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Questions?

Upcoming Webinar

*Encourage Your Residents to
Complain BEFORE they Implode
or Explode!*



Presenter: Maria Lawson

*Thursday, August 9, 2018
1:00 PM – 1:30 PM CT*

Register at www.epmsonline.com

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