

Join Us Now...



Seven Power Words and Phrases in Sales!

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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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Learner Dashboard - It's THIS Easy!

The screenshot shows the edge2learn Learner Dashboard. At the top, the logo 'edge2learn' is on the left, and a navigation bar contains 'Home', 'Course Library', 'Achievements', and 'Live Sessions'. Below this is a welcome message: 'Welcome, E2L Account Management'. A green callout bubble on the right says 'Easily view your course requirements and achievements'. The dashboard features four circular progress indicators: 'To do' with the number 3, 'Overdue' with the number 1, 'Completed' with the number 0, and a 'Login Week Streak' of 13. A 'Total 3' badge is positioned below these indicators. A green callout bubble on the left says 'Launch training from your Dashboard'. Below the indicators, there are tabs for 'All', 'In Progress', 'Overdue', and 'Not Started'. The 'All' tab is selected, showing three course cards: 'E2L: Fair Housing Series' (Overdue Sep 29, 2017), 'E2L: Customer Service Series for Maintenance' (Due Oct 6, 2017), and 'E2L: Leasing Series' (Due Mar 21, 2018). A 'News' section on the right displays a message: 'We welcome Kim Smith, our new Community Director at Willow Glen!'. A green callout bubble on the right says 'Company Announcements display in your news feed'.

edge2learn

Home Course Library Achievements Live Sessions

Welcome, E2L Account Management

Easily view your course requirements and achievements

To do 3

Overdue 1

Completed 0

13 Login Week Streak

Total 3

Launch training from your Dashboard

All In Progress Overdue Not Started

RENTAL AGREEMENT

E2L: Fair Housing Series
Overdue Sep 29, 2017

E2L: Customer Service Series for Maintenance
Due Oct 6, 2017

E2L: Leasing Series
Due Mar 21, 2018

News

We welcome Kim Smith, our new Community Director at Willow Glen!

Company Announcements display in your news feed

info@edge2learn.com | edge2learn.com

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Thank you for joining us today!

Want to learn more?



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[Twitter.com/EPMSOnline](https://twitter.com/EPMSOnline)

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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 uncommon ways.
- He is known as “The Connection Expert” and his “Win With People” approach has a powerful impact on communication, sales and customer service.
- A fun fact about Rommel is he is the newest member of the **Apartment All-Stars!**

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**I was really good at
building connection
with my clients**




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Where I struggled was in taking or staying in **command**!



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A woman with dark hair pulled back, wearing black-rimmed glasses and a dark grey top, is looking down at an open book she is holding. The book has a dark blue cover and yellowed pages. The background is a plain, light grey.

**I became a
student of selling!**

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Imagine if...

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Power Phrase #1:

"I'd be happy to help you with that!
Who am I speaking with?"

Ring-Ring

Associate: Thank you for calling Ellis Apartments my name is _____ how may I help you today?"

Customer: *What are your specials? How much are your two bedrooms? Do you take pets? What do you have available to move into this weekend?*

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MOST PEOPLE DO THIS!

Ring-Ring

Associate: Thank you for calling Ellis Apartments my name is _____ how may I help you today?"

Customer: *What are your specials? How much are your two bedrooms? Do you take pets? What do you have available to move into this weekend?*

Associate: Our specials are ... Our two bedroom apartments rent for \$1,500 ... I have a studio apartment available this weekend to move-into...

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USING THE POWER PHRASE

Ring-Ring

Associate: Thank you for calling Ellis Apartments my name is _____ how may I help you today?"

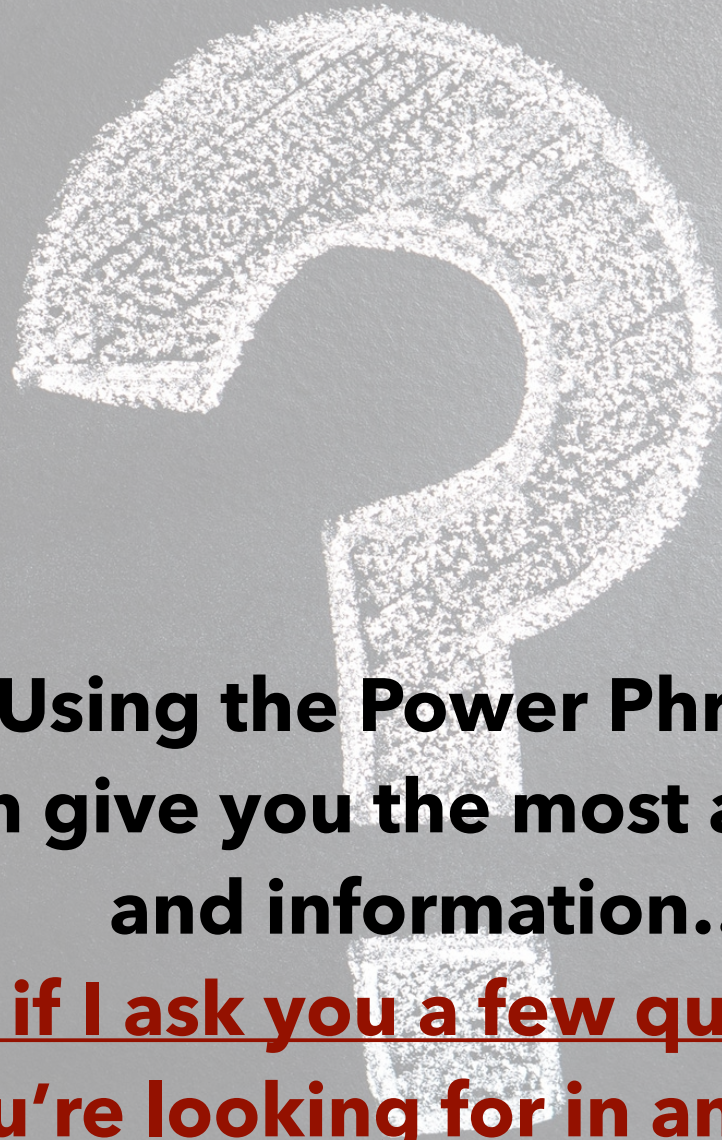
Customer: *What are your specials? How much are your two bedrooms? Do you take pets? What do you have available to move into this weekend?*

Associate: I'd be happy to help you with that! Who am I speaking with?

And Michelle, just in case we get cut off, what's the best phone number for me to reach you?



Power Phrase #2:
Is it okay if I ask you a few
questions...



Using the Power Phrase:
**So that I can give you the most accurate pricing
and information...**
**is it okay if I ask you a few questions about
what you're looking for in an apartment?**



Power Word #3: "Imagine..."

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“Imagine if you
painted the accent
wall you wanted
here...”

"Can you **imagine**
having dinner
parties here? Isn't
this floorplan is
perfect for
entertaining?"



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A cozy living room scene. In the foreground, a person's feet in dark plaid shoes with fuzzy socks are visible. A red knitted mug cozy holds a white mug of coffee with steam rising from it. A silver remote control and a smartphone displaying a home screen with various app icons are on a red and black plaid blanket. In the background, a fireplace with a warm fire is visible, and a yellow decorative box sits on the mantel.

**"Imagine relaxing
at the end of a long
day by the
fireplace!"**



Power Word #4:

"Because..."

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Do you mind if I go ahead of you??

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I'd recommend I'd
reserve the
apartment today
because it's our most
popular floorplan
and I'd hate to have
you miss out...

SPECIAL DEAL

Limited time offer!

*term and conditions apply

If you love our newly upgraded apartments you'll want to reserve it now because this is the last one for a month!

Ring-Ring

Associate: Thank you for calling Ellis Apartments my name is_____ how may I help you today?"

Customer: *What are your specials? How much are your two bedrooms? Do you take pets? What do you have available to move into this weekend?*

Associate: I'd be happy to help you with that! Who am I speaking with?

And Michelle, *just in case we get cut off*, what's the best phone number for me to reach you?

Use "*because*" to point out why your customer should take a specific action to increase your chances of them doing what you want them to do!

Power Phrase #5: **"Doesn't that/ this make sense?"**



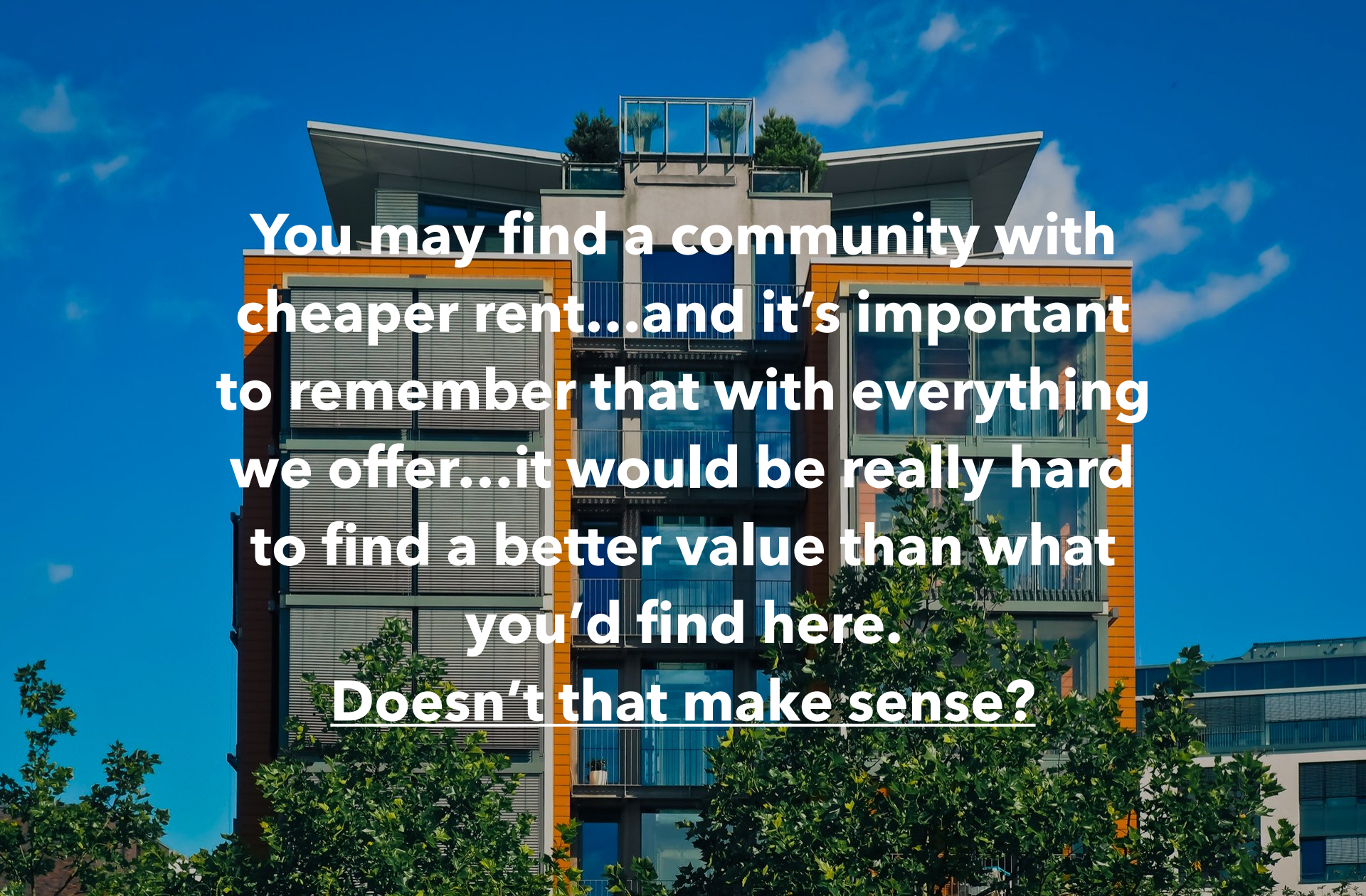
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Power Phrase #5:
"Doesn't that/this make sense?"

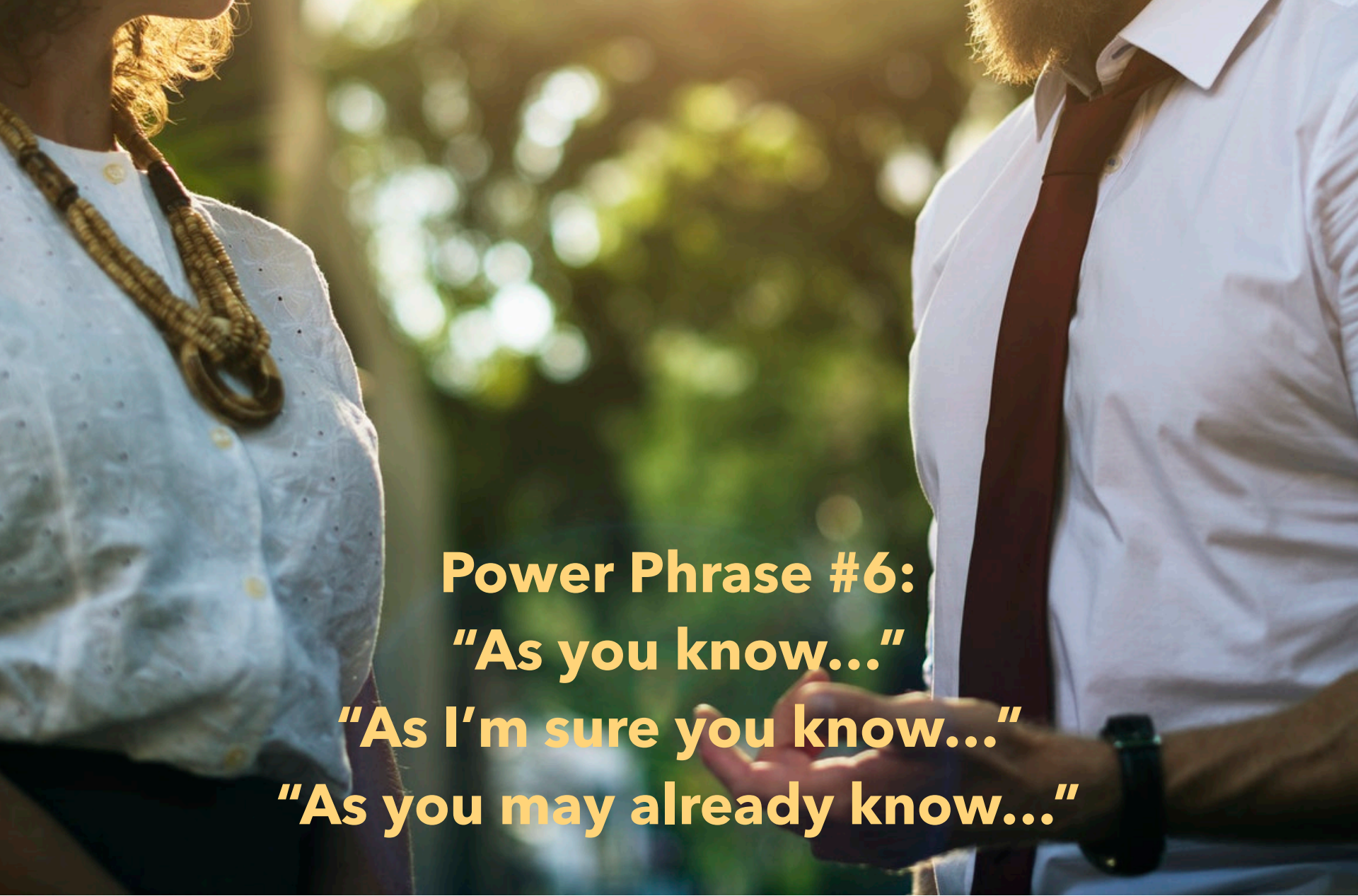


**Based on what you've told me this
is the perfect apartment home for
you because...
Doesn't this place make sense?**



**You may find a community with
cheaper rent...and it's important
to remember that with everything
we offer...it would be really hard
to find a better value than what
you'd find here.
Doesn't that make sense?**

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Power Phrase #6:
"As you know..."
"As I'm sure you know..."
"As you may already know..."

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Using the Power Phrase

"As you know-the rental market is really hot right now..."

"As I'm sure you know apartments in this school district do not stay on the market long..."

"As you may already know communities in this area do not normally have garage parking...."

"As you know identity theft is a huge problem. We do this to protect our resident's privacy..."

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Power Word #7: "YOU"

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Get started

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Use someone's name and the words "you" and "yours" often!

RECAP

1. I'd be happy to help you with that, who am I speaking with?
2. Is it okay if I ask you a few questions?
3. Imagine
4. Because
5. Doesn't that make sense?
6. As you know...
7. YOU



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Questions?

Upcoming Webinar



Presenter: Susan Weston

Top Negotiating Tools!

Thursday, February 7, 2019

1:00 PM – 1:30 PM CT

Register at www.epmsonline.com

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Thank You for joining The Ellis Companies!

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
- ❖ Ratings & Reviews
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