

Join Us Now...



Stop the Stinkin' Thinkin' Part II!

The Ellis Companies

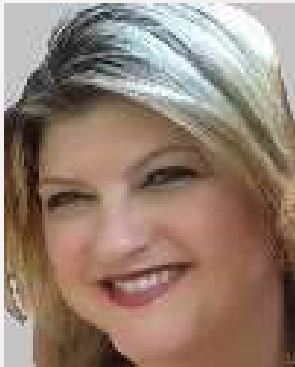
Enhancing Employee and Customer Experience

Your industry partner for over 30 years

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

Thank you for joining us today!

Want to learn more?



Danielle Walker
Director of Sales & Marketing
Ellis Partners in Management Solutions
Edge2Learn
dwalker@epmsonline.com
847-707-2472

[Facebook.com/EllisManagementSolutions](https://www.facebook.com/EllisManagementSolutions)
[Twitter.com/EPMSOnline](https://twitter.com/EPMSOnline)

[Facebook.com/Edge2Learn](https://www.facebook.com/Edge2Learn)
[Twitter.com/Edge2Learn](https://twitter.com/Edge2Learn)

Join Us Now...



Stop the Stinkin' Thinkin' Part II!

MEET YOUR SPEAKER

Maria Lawson



- Maria Lawson is a 25+ year apartment industry veteran
- Maria started as a Leasing Consultant and worked her way up to a VP of Marketing and Training at Lincoln Property Company
- She is currently the VP of Training and Development for Ellis Partners in Management Solutions
- She handles content development of a wide variety of multifamily industry training programs related to lead conversion, resident retention, and customer loyalty.
- Maria is a coffee addict and loves baseball!

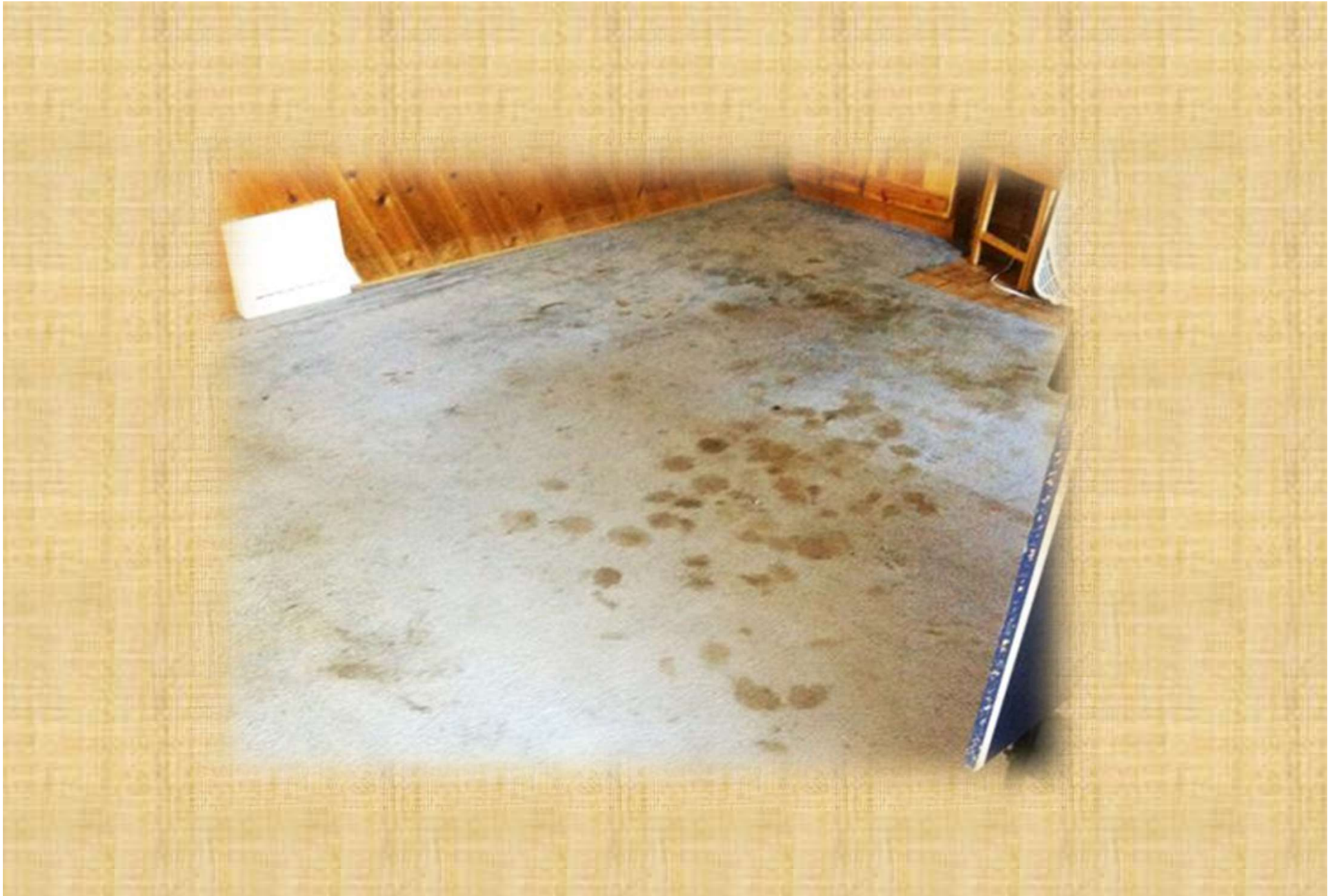


*"When you look for the bad,
expecting it, you will get it.
When you know you will find
the good—you will get that..."*

-Pollyanna



© Copyright 2017. All rights reserved.



© Copyright 2017. All rights reserved.



© Copyright 2017. All rights reserved.

LIFE Lessons

- **Definition #1:** You have an available apartment, and you are **actively and strongly promoting** it as an appropriate solution to the customer's needs.
- **Definition #2:** Your customer has **discovered** the apartment/community on their own, and is **actively seeking** it. You are the first contact, and they want to lease it from you.

#1 It's not for me.
It is for them.

PROGRESS



“We all need a daily check up from the neck up to avoid stinkin’ thinkin’ which ultimately leads to hardening of the attitudes.” – *Zig Ziglar*

#2 Stop the Stinkin’ Thinkin’

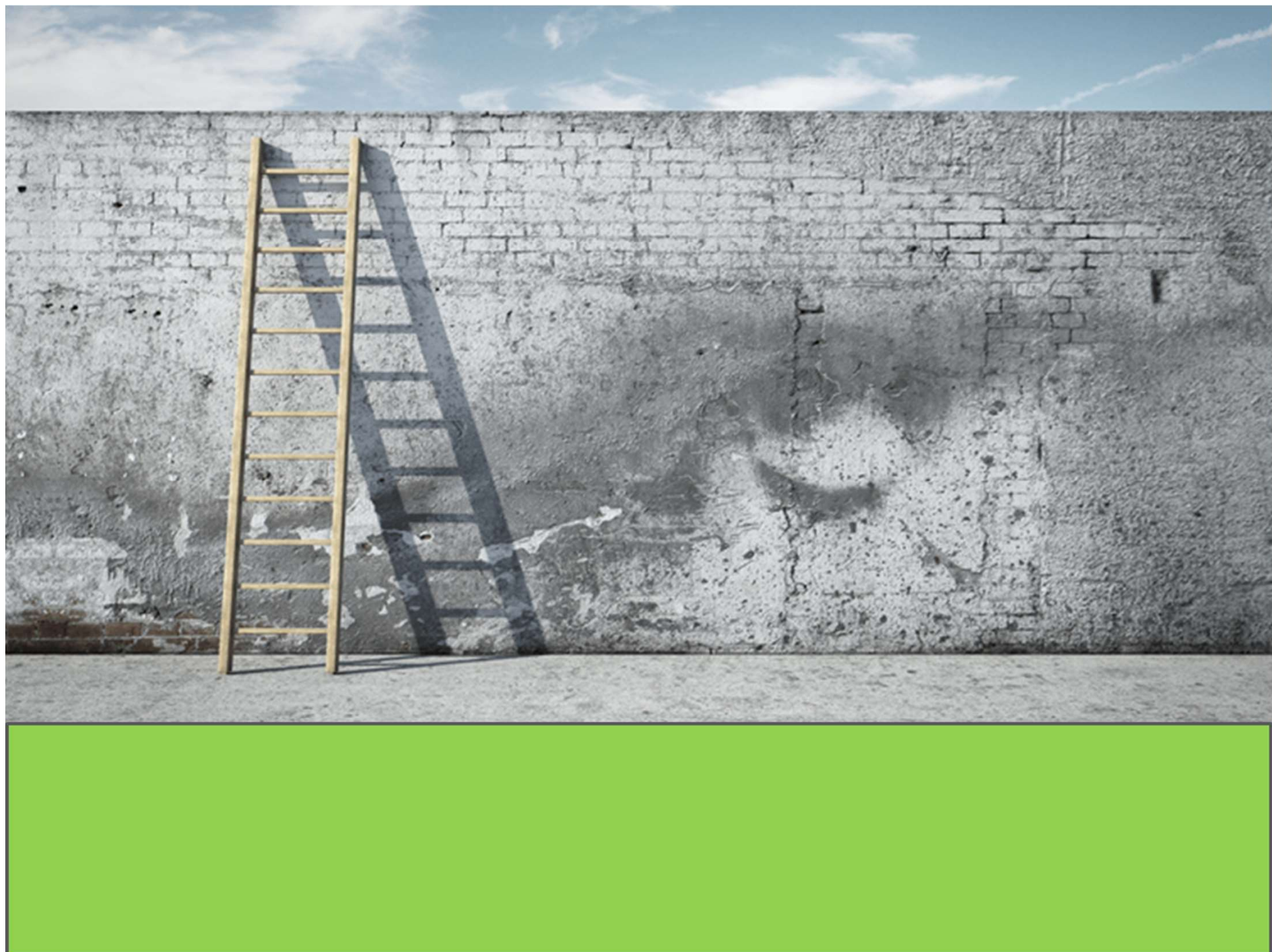


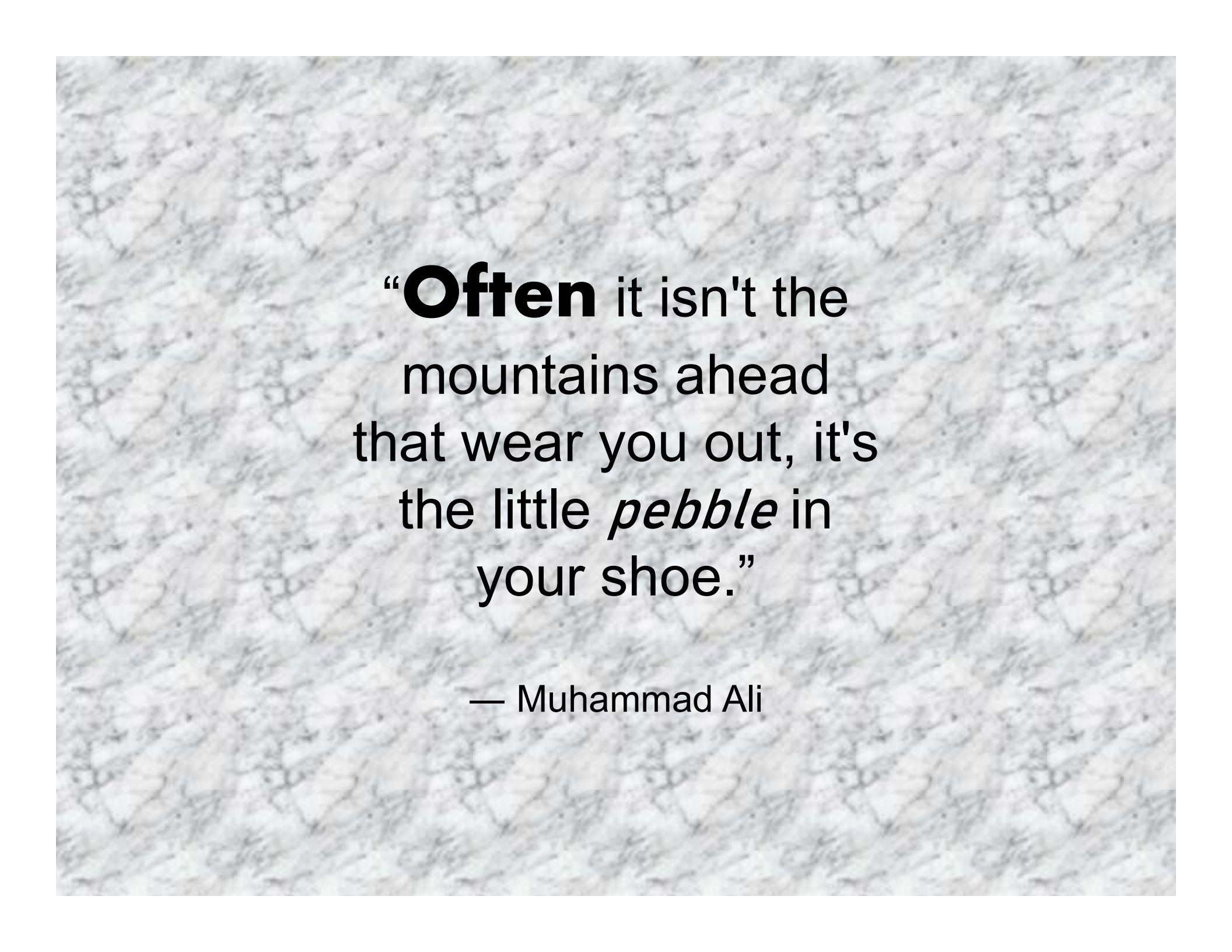






#3 The Goal is Still the Goal!



The background of the image is a classic marbled paper pattern, featuring a complex, organic design of swirling, interlocking shapes in shades of light gray, beige, and off-white. The pattern is dense and textured, resembling natural stone or biological cells.

“**Often** it isn't the
mountains ahead
that wear you out, it's
the little *pebble* in
your shoe.”

— Muhammad Ali

1. Stop leasing with your wallet.
2. Ask the right questions.
3. Shrink the elephant in the room.
4. Manage your setbacks.
5. Manage your self-talk.

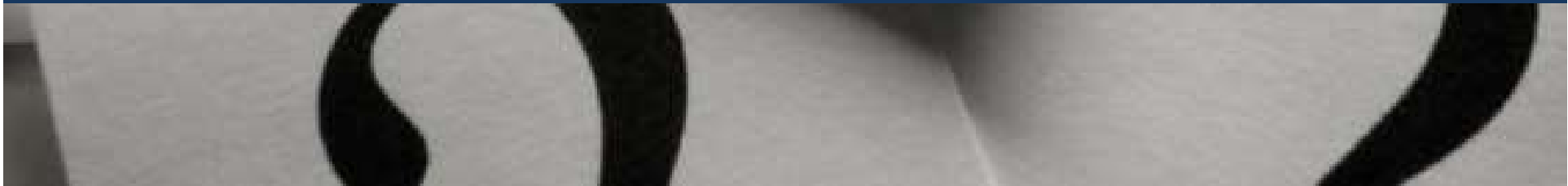
5 Actions to Help You Overcome Stinkin' Thinkin'

“Once you replace negative thoughts with **positive** ones, you’ll start having positive results.”

– *Willie Nelson*



Questions?



Upcoming Webinar



Presenter: Rommel Anacan

Avoiding the Six Common Mistakes Sales Professionals Make!

*Thursday, December 13, 2018
1:00 PM – 1:30 PM CT*

Register at
www.epmsonline.com

Thank You for joining The Ellis Companies!

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



Danielle Walker
Director of Sales & Marketing
dwalker@epmsonline.com
847-707-2472

Facebook.com/EllisManagementSolutions
Twitter.com/EPMSOnline

Facebook.com/Edge2Learn
Twitter.com/Edge2Learn