

2018 Midwest Multifamily Conference
Answer The Phone Already! Telephone Therapy For Today's Missed Leasing Opportunities
Amy Kosnikowski Dilisio, National Speaker, Quintessential Marketing & Training
Amy@TheQStandard.com 704.996.0510 TheQStandard.com

Top Ten Takeaways

1. **Max Every Call Every Time!** Embrace a new mindset that every telephone call is an opportunity versus an interruption in your day.. We all have an opportunity to serve, connect and assist. Let's pick up the phone with a positive attitude and sharpen skills to maximize EVERY telephone lead.
2. **Be Ready & Prepared:** Every time the telephone rings let your smile shine and be ready to shift gears to fully focus on the customer. This is when your product knowledge and market "know-how" can emphasize that you are the subject matter expert. Your high level of knowledge will increase the trust the caller has in you as well as enhance the overall appeal of your community.
3. **Engage:** Be interested and be interesting Every telephone call is new and every customer is unique; Maximize the lead to the fullest potential. Do not be tempted to just get off the phone or shift into auto-pilot mode.. Find out what is their story? Let's be truly interested! What do they really need? How can I assist? Then make a match of needs and what is available.
4. **Tone & Greeting:** Remember your first impression is a lasting impression. Make it a positive lasting impression for it lasts forever . Within the first 3 seconds of a call the customer is assessing you and your community just from your voice and tone. They determine if they like you, trust you and evaluate if you care. Be nice, friendly and helpful.
5. **Connect:** Getting on first name basis is a perfect way to start our conversation with a prospective resident. Then building rapport bridges into determining what are the future renters needs, wants and values. Building rapport simply means the act of finding something in common or a shared interest.
6. **Gain Needs:** Begin to gathering more information on exactly what are the needs of the customer by determining what are the customer's HOT Buttons or needs which are dealmakers (or deal breakers) in order for them to move forward with the leasing process. By taking the time to determine what the customer is really looking for will increase your ability to help them as well as improve the call to tour conversion..
7. **Customize:** When we personalize the call, the customer will notice that you are paying attention to what they said plus will make it much more INTERESTING to them. A call that is tailored to their priorities will result in increased interest in your community & urgency to come tour.
8. **Invitation:** If you have connected with this prospective caller and effectively engaged with them to determine their needs PLUS heightened their interest they should be ready to drop everything to come see it! All they may be waiting for is an invitation. Confidently ask them if they would like to come out and tour. Set a specific date and time..
9. **Tools:** Determine what are your best tools and resources to use to assist you to engage and connect with your caller. Review these tools and then practice how best to use them. Examples may be using your property website (floor plans, ebrochure, map, etc) photos, video tours, etc.
10. **Max Voicemail:** Even though most prospective renters won't bother to leave a voicemail, however when they do, make sure to check often for messages and respond quickly. It is suggested to return call within 1-4 hours. Consider updating the greeting message encouraging caller to go to website (share url), or send email (share address) and suggest leaving details of their needs of what type of home, move in date, etc.