



TELEPHONE TECHNIQUES

Leasing & Resident Services Training



Scripts & Tips



Booking Appointments



Building Rapport



Telephone Dialogue

Leasing Pro: Thank you for calling Lakeshore Dunes Apartments, this is _____ I can help you?

Prospect: How much are your two bedrooms?

Leasing Pro: I would love to answer that question; can I get your **name** and **number** first, just in case we get disconnected?

Prospect: Sure this is Brooks and my phone number is 555-555-1212

Leasing Pro: Great, thanks for giving me that Brooks, my name again is Jerri

Leasing Pro: Is there a specific **price range** that you're looking to stay within?

Prospect: I need something around \$1750 a month

Leasing Pro: I'm sure I can find the perfect apartment within that range.

Leasing Pro: Can I ask how you **heard about us?**

Prospect: Possible answers: The internet, One of the apartment sources online, or drive by

We ask this question right away, it gives us an insight to the base of knowledge the prospect is speaking from. If it's a drive by - the call will be very different.

Leasing Pro: Ok, good – then you know a little something about our community.

Leasing Pro: **How many people** will be living in the apartment?

Prospect: Two.

Leasing Pro: Brooks, the reason why I am asking all these questions, because I'm looking into the system to quote you a rent for a current apartment that's available here at Lakeshore Dunes Apartments **OK?**

Leasing Pro: Now let's see, how soon are you looking to move?

Prospect: In about two weeks.

Leasing Pro: Wow! That's right around the corner. We need to get you in here today, have you been looking long?

Prospect: I just started looking.

Leasing Pro: One last question before we launch into a specific apartment, what is the length of lease you're looking for?

Prospect: I guess a 12 month lease

At this point you have the basic information for the guest card and should be asking all these questions in a conversational way, NOT INTERROGATING the caller.

Attitude is everything, use you smile voice when answering the phone. When hanging up, do not talk about the caller in a derogatory way or gossip about the call. Be professional!

Leasing Pro: OK, Now Brooks what is it that you and Erin are looking for in your new apartment home?
I mean what are the three most important things you're looking for?

Prospect: (do not answer this for the prospect; let them speak their own words)

Leasing Pro: Oh yeah! Don't you love the view upstairs?

Prospect: Yeah, but I really like feeling secure.

Leasing Pro: Upstairs it is. Brooks why are you and Erin moving?

Prospect: Our lease is up.

The apartment that I have is located on the second floor and is available in two weeks, right when you are looking to move. This specific apartment overlooks the green areas, so your view is private and sunny. Along with that the apartment on the second floor has been completely renovated with granite kitchen counter tops, 42 inch kitchen cabinets, new dishwasher, carpet and flooring . (Insert your developed 60 second commercial from you leasing training manual)

Example: I'm so excited to share all the information with you about "Lakeshore Dunes" We have been recently purchased by a Chicago based company that has invested MILLIONS in renovations; Brand new custom kitchens with all granite counter tops, extra deep stainless steel sinks; the apartments all have brand new plank flooring along with all new detailed finishes. When you drive onto the property you'll notice all new seal coated parking lots with our newly designed offices and community center that house a state-of-the-art fitness center, cyber café and conversation lounge. In addition to all the new and great things happening here all the apartments have new patio doors, blinds and screens. All new entry doors, with intercom systems, outdoor swimming pool and the greatest thing is we are steps away from our park district soccer field, play grounds, and picnic grove.

Does this sound close to what you are looking for in your new apartment home?

Great, I would like to invite you out to the community today and view this apartment, is 11:43 am better or 3:20 pm?

Leasing Pro: OK, Great..... Now listen Brooks, if this is the perfect apartment for you all you will need to bring today are two most recent paycheck stubs .

Prospect: OK.

Leasing Pro: Brooks, have I answered all your questions, and you know how to get here, right?!

Prospect: Yes, Thank you.

Leasing Pro: Great, well Again my name is _____ and I look forward to seeing you today at 3:20, don't forget we do take credit cards for deposits and application fees.. **I will send you an e-mail confirmation, what e-mail address should I send this too?**

Prospect: OK, see you then.

You have to fill in as much as you can on the prospect guest card, including all NOTES, in your absence or day off we have to be able to pinch hit and at a glance to see where you are in the communication with the prospect.