



Unlock Success, Sales, and Leadership in Multifamily & Beyond

## Stephanie Oehler – Speaking & Training Sessions



Contact Info



# Stephanie Oehler | Speaker & Trainer

With 25 years in multifamily sales, marketing, training, and people operations, Stephanie Oehler is a powerhouse in talent development and team performance. A dynamic speaker and writer, she's been featured in *AMA News*, *Rent & Retain Magazine*, and *Multifamily Insiders* and has taken the stage at AIM, NAA, MRI User Conference, Brainstorming, and more.

Stephanie's insights have reached audiences through *Rooms with Ronald*, *JuvoHub Podcast*, *Multifamily Matters Radio Show*, *SuperFANTASTIC Exchange*, *Industry Celebrity Podcast*, and beyond. She serves as Chair of the NAA Tech Committee, a guest lecturer at Ball State University, and a guest host for *MFI Webinar Wednesday*. A dedicated volunteer, she has supported [EntrywayTalent.org](https://www.entrwaytalent.org) and was the founding President of Arizona's Kent State Alumni chapter.

Beyond work, Stephanie finds joy in reading, writing, and traveling with her husband, Josh, and their daughters, Maddie, Melanie, and Mia. She leads with **humor and heart**, bringing energy and insight wherever she goes.



# Success & Mindset Development

## Mindset for Success: Define, Align, and Thrive

TL;DR: *Personal and professional success starts with the right mindset.*

Success isn't a one-size-fits-all formula. It's personal, dynamic, and—most importantly—achievable when you align your mindset with your goals. This session helps you redefine success on your own terms, develop a success-oriented mindset, and implement strategies to thrive in any role.

- Success isn't just about climbing the ladder—it's about thriving where you are.
- Mental preparedness is key—learn how to shift your mindset to embrace opportunities.
- Stay engaged and avoid burnout by understanding what success means to you and your team.

### Learning Objectives:

- ✓ Define personal success beyond traditional metrics.
- ✓ Develop a success-driven mindset to navigate challenges with confidence.
- ✓ Explore how team engagement and individual success go hand in hand.

## Mental Preparedness for Sales Success

TL;DR: *Train your mind for resilience, confidence, and high performance in sales.*

Sales success starts in your head before it ever shows up in your numbers.

This session teaches:

- How to retrain your brain to handle rejection and objections like a pro.
- Techniques to stay motivated, focused, and energized in high-pressure sales.
- The mindset shifts that turn challenges into opportunities.

### Learning Objectives:

- ✓ Identify mental barriers that sabotage sales success (and crush them).
- ✓ Develop daily mental prep routines to boost confidence and resilience.
- ✓ Strengthen focus and adaptability to thrive in any sales environment.

# Sales & Leasing Mastery



## S = Sales

Techniques for closing deals via phone, email, video, and in-person tours.



## A = Attitude

Developing a confident sales mindset.



## V = Value

Understanding pricing, math, and positioning value over price.



## V = Versatility

Working collaboratively with managers, corporate, maintenance, and suppliers.



## Y = You

The unique role leasing professionals play in shaping success.



**Savvy Leasing Sales Training Workshop – Now Available In-Person & As a Webinar Series!**

*TL;DR: Your ultimate leasing and sales training experience, now in two formats!*

This hands-on, high-energy sales training is designed to help leasing professionals develop modern, high-converting leasing techniques and master the S.A.V.V.Y. Leasing framework:

## Savvy Leasing Workshops Cont...

### Training Options:

- **In-Person Workshop (3 hours)** – Live coaching, role-plays, and interactive exercises.
- **3-Part Webinar Series (1.5 hours per session)** – Focused on **advanced leasing and sales strategies**—just like the in-person workshop, but optimized for online learning.
- **6-Part Webinar Series (1.5 hours per session)** – Covers **Sales Foundations** (because knowing the essentials is key, even if I refuse to call it "Back to Basics") **PLUS** advanced **uplevel leasing and sales techniques** to refine skills and close more deals.

### Learning Objectives:

- ✓ Strengthen sales confidence, follow-up strategies, and objection handling.
- ✓ Close more leases by shifting focus from price to **value-driven conversations**.
- ✓ Understand how to leverage personal mindset, value, and teamwork to drive leasing success.



# Concession-Free Coaching: Level Up Your Sales

## Reframe the Conversation

Focus on value, not discounts. Shift the dialogue to highlight the unique benefits and features of your community.

## Handle Objections with Confidence

No apologizing for rent rates! Learn techniques to address price concerns while maintaining the value proposition.

## Position Your Community as Premium

Showcase your property as a high-quality offering, not a bargain hunt. Emphasize the lifestyle and amenities that justify the price.

**TL;DR:** *Sell on value, not discounts—how to break free from the concession trap.*

Leasing professionals often **default to discounts**, but that's a **race to the bottom**. This session teaches how to **sell confidently at full price**.

### Learning Objectives:

- ✅ Master **value-based selling** to reduce dependency on concessions.
- ✅ Develop strategies to handle price objections with confidence and clarity.
- ✅ Implement **proven techniques** to close more leases—without giving the house away.

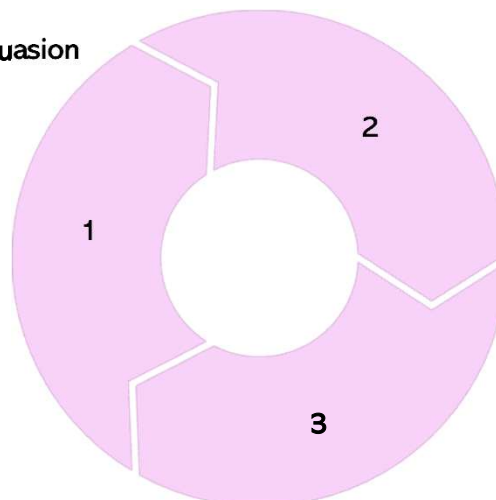




# How Sales Training Got Me on The Price is Right

## Master the Art of Persuasion

Getting called on stage is a sales pitch! Learn to convince and captivate your audience.



## Adapt in the Moment

Whether it's a client or a game show host, quick thinking and adaptability are key.

## Use Confidence, Energy, and Strategy

Close the deal or win the prize with a powerful combination of enthusiasm and tactics.

**TL;DR:** *What game shows and sales have in common—confidence, persuasion, and quick thinking.*

What do **sales success** and **The Price is Right** have in common? More than you think! In this high-energy session, I break down the **fundamentals of sales** through my experience on the legendary game show.

### Learning Objectives:

- ✓ Discover **Enthusiasm is contagious** – If you don't believe in your product, neither will your prospects.
- ✓ **Quick thinking = big wins** – Adaptability is everything in sales!
- ✓ Take away **real-life lessons** on engagement, confidence, and resilience.

# Leadership & Performance Growth

## Leader vs. Manager: Which Do You Need to Be?

**TL;DR:** *Master the balance between leadership and management for team success.*

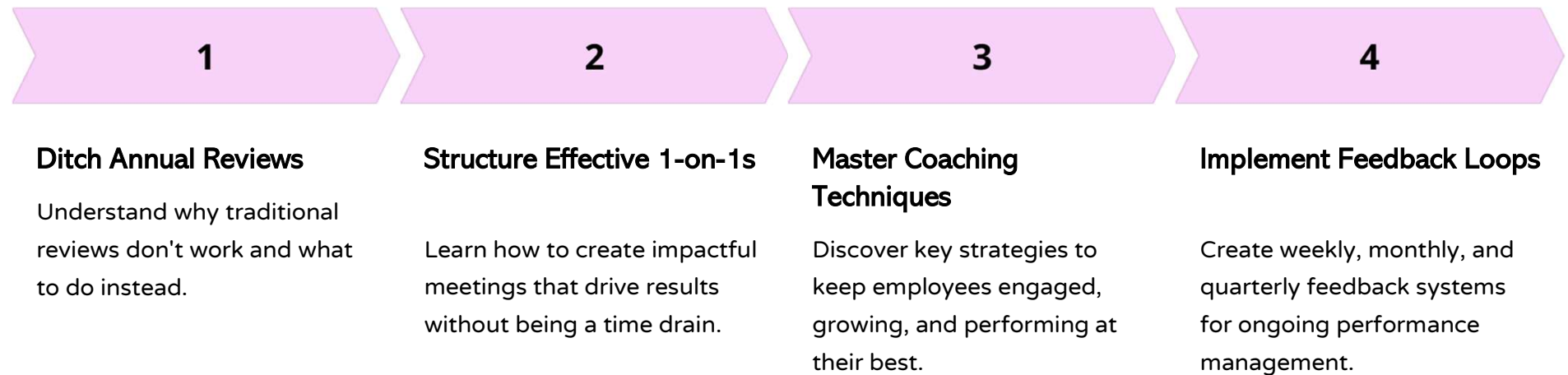
Leadership and management are both essential to a successful team; but knowing when to lead and when to manage is the key to long-term success. This interactive session explores the key traits of leaders and managers, the challenges of balancing both roles, and how to transition seamlessly between them. Using self-reflection exercises and coaching techniques, participants will learn how to inspire their teams while maintaining structure and efficiency.

## Learning Objectives:

- ✓ Identify the core differences between leadership and management and when each approach is most effective.
- ✓ Recognize red flags of poor management and how leadership principles can mitigate them.
- ✓ Develop strategies to blend leadership and management skills for stronger team performance and engagement.



# The Power of 1-on-1s: Building a Feedback Loop



**TL;DR:** *Transform one-on-one meetings into engagement and performance boosters.*

Annual reviews? **Outdated**. Real-time feedback? **Game-changer**. This session helps you build **a culture of continuous feedback** to increase engagement, performance, and trust.

## Learning Objectives:

- ✅ Implement **weekly, monthly, and quarterly** feedback loops for ongoing performance management.
- ✅ Learn **coaching vs. corrective action** strategies to support employee growth.
- ✅ Use **structured 1-on-1s** to build trust, engagement, and accountability.

# Accountability is Not a Bad Word

## Ditch the Blame Game

Create a culture of ownership where accountability is seen as a positive force for growth and success.

## Motivate, Don't Micromanage

Learn techniques to inspire your team to hit goals and exceed expectations without constant oversight.

## Foster Accountability Without Drama

Discover strategies to hold yourself and others accountable in a way that builds trust and drives results.

**TL;DR:** *Drive performance and results by fostering a culture of accountability.*

"Accountability" gets a bad rap, but it's actually **the secret sauce of success**. This session will show you how to:

### Learning Objectives:

- ✓ Reframe accountability as a tool for empowerment, not punishment.
- ✓ Build a culture where **clear expectations and follow-through** drive results.
- ✓ Inspire your team to take ownership and **embrace accountability as a strength**.

# Operational Excellence & Risk Mitigation

## Manufacturing Principles for Multifamily Operations

**TL;DR:** *Apply proven efficiency and problem-solving strategies from manufacturing to property management.*

What can **manufacturing** teach multifamily? A LOT. We're bringing **process optimization, root cause analysis, and reverse engineering** into property operations to:

- **Eliminate waste, improve efficiency, and boost productivity**
- **Solve problems at the source** instead of playing whack-a-mole with issues
- **Streamline workflows** so teams can focus on what matters most

### Learning Objectives:

- ✓ Translate **manufacturing best practices** into multifamily operations.
- ✓ Identify bottlenecks and **apply root cause analysis** to fix them.
- ✓ Implement smarter workflows to **improve efficiency and reduce costly errors**.

## Risk in Property Operations: The People Problem

**TL;DR:** *Learn proactive strategies to mitigate people-related risks in property management.*

This session explores strategic approaches to identifying and addressing various people-related risks that can impact property management. From understanding the significance of these risks to implementing practical mitigation tactics, this session will equip property managers and operators with the tools needed to enhance their risk management practices.

### Learning Objectives:

- ✓ Understand the significance of addressing people-related risks in property operations.
- ✓ Learn proactive **risk mitigation strategies** to reduce liability.
- ✓ Implement **smart policies and procedures** to protect teams and assets.

# Engagement & Team Building

## Insights from Improv: Leadership Lessons from the Stage

**TL;DR:** *Boost adaptability, collaboration, and confidence through improv-based leadership training.*

What do improv and leadership have in common? **More than you'd expect!** In this engaging session, we'll use improv games and real-world examples to explore:

- 1** How to **think fast and adapt** in high-pressure situations.
- 2** Why **listening, collaboration, and trust** build stronger teams.
- 3** The role of humor in **boosting morale and driving engagement**.

### Learning Objectives:

- 1** Strengthen **leadership agility** through improv-based decision-making.
- 2** Discover how **humor and team collaboration** enhance workplace culture.
- 3** Develop **quick-thinking skills** that translate to real-world business challenges.

# FAQs: What You Need to Know

## 1 All-Inclusive Pricing

Includes travel unless contracted otherwise

## 2 Pre-Event Call

Review systems, workflows, customization options

## 3 Webinar Option

Most sessions available online with max headcount

## 4 References

Available upon request

