**Good Call 2.17 and 2.18.22**

**Ashley (Thursday) &/Or Matt (Friday) to welcome everyone at each session:**

**Welcome to our “Be Present, I am Here” Conference 2022! While the last 2 years have been interesting at best and stressful at worst, we have made it through it and look forward to a great 2022. Something else we are wayyyy looking forward to is being back face to face in 2023 in St Louis with you all! We are excited to bring you all some Zoom interaction and hope you enjoy the roundtables our awesome facilitators put together for you! Becca and Dawn or Missy and Stephanie…**

(The below game may be fun to start off with if we have a lot of newer faces? If not we can skip)

(5 minutes) Have each attendee state a unique fact or description of the city/state/country they’re working from without using the actual name of the city/state/country or Tell Us Which City You’re in Without Telling Us Which City You’re in, no repeats… so put your thinking cap on

**Level of effort required:**Low **Level of team closeness required:**Low **Best for:**Distributed teams

For example, “I am where country music is king” or if someone is working from Austin, Texas, they might say, “This capital city used to be called Waterloo.” Someone working from Los Angeles might say, “This city is known for famous people and terrible traffic.”

**Tell everyone to type their answer in the Chat box….**

**Icebreaker- (10mins)**

We will ask the class to envision they are about to make a large purchase – a Living room Set. We want to hear from the participants what deciding factor(s) they consider when purchasing a large ticketed item for their home. We’ll have them envision that they’ll be making this purchase within the next week.

We want to know what steps do they take prior to visiting furniture stores before making their purchase?

Examples of what they try to determine prior to visiting stores:

* Functionality- Do they entertain a lot? Are they minimalist?
* Comfort- Plush or leather?
* Color- Earth tones or Vibrant?
* Budget- High End or
* Long term Investment, or short term
* Will the purchase be made online only, or will you actually visit the store?
* Have you read online reviews for furniture and/or place where you plan on buying it from?

Ultimately, we want participants to put themselves in the callers’ shoes. How it would feel before making this life changing purchase. What are some things that calm our nerves during this process? Keep these thoughts in mind throughout the class.

We could also add here why our “first impression” online is so important so we stand out to prospective residents. Also, what ways are we attracting qualified prospects to our community in the first place?

* Current/updated photos
* Video tours
* Promoting positive online reviews
* Offering more virtual tours
* (insert additional examples to keep conversation going)

**CAMEO:** [https://v.cameo.com/e/wyZdSslcEnb](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fv.cameo.com%2fe%2fwyZdSslcEnb&c=E,1,Gp3gSa6muDk2bQnSpXgkoXWN2l8yHSsbBrZF29owQVVpnBNcZ176Gni_e30yAeNL_qGgVwJ73hZ0HNOOCB5q0oG6-bTQwlLu9RoO16yWGsNDk5E,&typo=1&ancr_add=1)

**TIKTOK** Showing a Bad or Failed Call with a negative first impression to open the class to discussion of Hurdles and how important rapport is. – **(5mins)<ASHLEY TO PLAY THIS (in conf 2022 folder)**

Go over TikTok and discuss how as Teams do we feel we’re missing the target on phone calls sometimes?

* Going right into move-in date.
	+ We can dismiss prospects when their move-in timeline doesn’t match with availability.
* Missing prospect hot points to engage upon.
* Not building rapport/asking engaging questions.
* Not working to overcome price objections.
* Not getting the moral commitment during the phone call?

We’ll open the conversation to everyone so they can share what are current objections or hurdles that they’re having at their communities.

**Breakout Room Exercise- (20mins)**

Breakout session will last 5 minutes. Each room should select a leader to discuss what they come up with. Each Breakout Room will be given a common objection. We will ask them to discuss and come up with their own response as a leasing agent to overcome this objection.

Each group will take a common objection with overcoming these objections we will then open the discussion to if they in fact overcame the objection or if the caller would still be apt to continue their search.

1. **No Availability**
	1. How do we overcome that?
		1. Engage, we never know when someone may cancel
			1. If we lost them, we want to leave a STELLAR impression so when their new lease is up they remember us and YOU…
		2. Refer to sister props, or community that we know
		3. Is it flexible?
		4. Can you stay for a bit?
		5. Waitlist
2. **Floorplan Not Available**
	1. Cross sell
	2. Why were they so attached to that specific floorplan?
	3. Again, sister prop, flexible move date
3. **Price greatly increased over years**
	1. Have they found anything in their goal price range?
	2. Are they flexible to a different area?
	3. We are WORTH what we charge, we are the best…
	4. Create value…
4. **Needing to see other options in the area (surface answer)**
	1. Why?
		1. What did we miss?
		2. What must we have to make you save TIME and stop looking…
	2. Offer full refund if they find something they like better within 24-hours…
	3. Pull out the 30-day satisfaction if they have a serious hesitation.
5. **Need roommate or spouse to tour/approve:**
	1. FACETIME tours
	2. Send pictures, video
	3. Offer refund if cancel within 24-hours…

Ask all… Where do most objections generally come from?

A lack of 1) trust and a lack of commitment and 2) a desire of change

* It’s a lot easier overcoming objections in conversations when you have established that they do in fact have a desire for change and that **YOU** are the person who can help get them there.
* If they come up with an objection listen very closely- the objection is either coming from the lack of trust or lack of desire to change.

Go through objections listed by the class, and ask what ways have we been able to overcome objections just discussed? Some more example…

* See how flexible they are with their move-in date if we have something close.
* If a property has guest suites, have the residents use those while an upcoming apartment is coming available.
* Based on the prospect’s preferences, cross-sell to another floor plan that is available.
* Build value around the apartment, community, and team to bridge a potential budget gap.

After discussion of all of this we will play a good call and discuss.

Good Call and discuss. **(5-7mins call) (10 minutes discuss)**

* Compared to the Tik Tok?
	+ Open floor, RAISE hand, call on classmate to speak…
* What did you all think of this call?
	+ She was present, responsive and LISTENING
	+ Reacting to what she is told
	+ Sentimental ref her house selling
	+ Connected on church, dogs, friendly.

**In closing, for 2022 we challenge you all to Be Present, be present for your teams, be present for your prospects, be present for your residents. We KNOW how valuable your time is and how awesome you are at what you do, but remember it is easy to become complacent when we have been living at the top or around that mountain top! We hope you recognize and respect the prospects time as well. The last 2 years have been interesting to say the very least and we know it is easy to get beat down by daily grind. Regardless, you all killed it last year and we want you all to know ‘We are here for it, We see you all, and We appreciate you! Be present teams, choose to the “I Am Here” approach and know we are here for you too!**