**Cheer Squad- Good Call/Closing (80mins)**

DRAFT DATED: 02/16/2023 HOSTED BY:

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*Play as everyone is entering -* [*Cheer Mix - Attention*](https://www.google.com/search?q=cheer+songs&rlz=1C1CHBF_enUS876US876&source=lnms&tbm=vid&sa=X&ved=2ahUKEwiB7o_Wypr9AhWJkokEHX2XBBwQ_AUoAXoECAEQAw&biw=1745&bih=852&dpr=1.1%23fpstate=ive&vld=cid:c8307996,vid:pJmSpgUDsfU)

Mission Statement: ***To provide the information and tools that each of the teams can take back to their communities in order to create Unreasonable Hospitality and take ordinary transactions and turned them into extraordinary experiences on each of our phone calls and tours to help obtain more moral commitments and close more leases!***

Ice breaker/Introduction **(10 min)**

\*\*Icebreaker –Extreme Rock Paper Scissors Games- Cheer Squad Style

<https://www.icebreakers.ws/large-group/extreme-rock-paper-scissors.html>

https://fkhk.sportmanitoba.ca/node/700

https://www.youtube.com/watch?v=sIZz21MovYQ

Before we start the role play- LISTEN TO THE MISSED OPPS Call.

After call- What is the point of the call:

* Expect the answer to be: Get the APPT
* The correct, PRIMARY answer is to get the lease!
* Appt is secondary goal.
* And during this entire time, we should be working to make a friend!

**Role Play- 2 Fail- (10mins) (about 20-24 per class)**

Fail- 5mins- Do NOT tell the class it is a fail role play

* Now that we know the goal… Let’s do a role play!

**FAIL**

Prospect A-

**Only You Know:**

* You’ve been looking for an apartment for about 3 months now and have put together a list of things that are must haves in your home.
* Before you call for information or make an appointment to go in and tour, you read online reviews and the negative ones you come across:

\*Maintenance taking too long.

\*Rent Increase at renewal

\*Lack of follow-up from office staff.

* Your leasing and maintenance staff where you currently live are very short with you and always seem to be too preoccupied to address any of your work orders or other concerns. Overall communication is very poor.

**Info to share with the agent:**

* You are looking for a 1 bedroom with budget 1300-1450.
* If you are asked why, you are moving just say you are ready for a change in scenery.
* You prefer to be on the 1st floor and have some sort of outside patio space.
* If Agent asks you why you are wanting a change (or what they like/dislike about their current community?), you can tell them:
  + I like consistency.

**If the agent asks why, you will not lease today:**

**You surface answer will be:**

* You want to check out another place approx. 10 min down the road whose reviews are a little bit better than yours.

**You will lease if the agent:**

* Convinces you that their team always takes the time to be present and address concerns that arise.
* Pushes to find out a specific scenario that took place where you currently live that you would describe as an unpleasant experience.
* Agent takes the time to tell you a little about the maintenance staff and offers to let you speak with them and ask any questions you might have.

Agent A

* You have a one bedroom for $1375
* Review score is 90% with some recent negative reviews.
* Your one bedroom is on the 1st floor and has tons of windows that allows a lot of natural light!

Fail -5 mins

Prospect B

**Info only you know:**

* You are a driver however you give limited answers because all you really care about is if any “specials” are being offered and how much the rent will increase by if you decide to renew.
* You have quite a green thumb and will be bringing lots of plants. Not having enough natural light is a deal breaker for you.
* You are set on the 2bdrm Townhouse floor plan because of the large open window on the south side of the apartment home.

**Info to give the Agent**

* You are looking to move in before the end of the month into a 2bdrm Townhouse
* Your budget is between 1900-1975

**You will lease if the agent:**

\*Asks you what it is about the Townhouse specifically that caught your eye or is most appealing to you.

\*Goes beyond your short surface answers and can find out what your hobbies or love for plants (if the agent works to figure out your hot points/interests and engages about them/makes a friend!).

Agent B

* You have a two-bedroom apartment home available for $1875 and a 2bdrm Townhouse for $2,100.

Tik Tok video ( 5 mins – 2min call + 3 min discussion of video) demonstrating open ended questions and agent not doing anything with it, and how this could have been turned around to making a friend.

* 4-5 open ended questions asked back-to -back and not doing anything with the information given to you.

Talk about how easy it would have been to turn this call from ordinary to extraordinary had we used the information given after we asked our open ended questions. We ask open ended questions for a reason!

We all know the basic engaging questions, but what are your favorite variations of those questions to help open up prospects to engaging, or what are some of the follow-up questions we could have asked to help build rapport and make a friend?

* Write responses down on pad of paper.
* What would be in your dream apartment?
* Follow-up questions on pet names, types of pets, how our amenities/events cater towards pets.
* Where do you work at/what do you do?
* Relocating – congratulations on the new position! Where will you be working at? Where are you moving from? Who’s coming with you?
* What’s your kid’s name(s)? Where will they be going to school? Talk up schools/amenities.

YouTube Video- **14mins- Unreasonable Hospitality**

<https://www.youtube.com/watch?v=bwcyXcOpWVs>

What do we want the class to take away from watching this video?

* Be Present! Pick up on prospect cues to engage on hot points (recognize the hot dog comment).
* Provide exceptional service for our prospects (and residents).
* Go above and beyond!
* Use information gathered from them during the engaging/application process to get them some type of personalized gift upon move-in.

Open Discussion points to get across: (5mins)

What makes a Michelson call a great one? How do we make a friend during our phone calls while still having a leasing/engaging conversation?

* Starting the call off on a friendly tone!
  + Always be smiling to relay positivity over the phone!
* Use an ice breaker!
  + This can get the prospect more comfortable speaking with an agent and allow them to be more open with you when you get to discussing apartment homes and the community.
  + If they provide a “negative” type of response, don’t be afraid to ask what’s going on! If the apartment search is not going great, asking what they’re experiencing can open up an opportunity to sympathize with them while gaining a lot of valuable information about them and their search.
* Recognize and touch upon hot points.
  + If they mention new job/relocation/spouse/signification other/pets, don’t pass up the opportunity to engage and ask follow-up questions about that hot point!
* Paint a picture how their hot points will be met (or close to it) at your community!
* The entire call does not need to be focused on the apartment search. Take your time to get to know the prospect, build a rapport with them, and most importantly, make a friend! Each call can be worth $12k - $50k per year worth of income for your community, you should treat it that way!!!

So, once you’ve built a rapport with the prospect and gathered all that information from them, what do you do with it? How do you then close the lease and/or get a moral commitment from the prospect?

* Again, use their hot points to reiterate how your community meets their needs. Paint a picture for them!
* Tie back in points they discussed earlier (Fluffy would love the dog park or pet of the month, kids would love the play area or park near the community, etc.)
* “Check” all the boxes for them!
* Try to narrow apartment choices to 1-2 if possible.
  + If you have a little more availability but are able to engage to get to know the prospect’s preferences, you can ideally meet their needs in limited options and push urgency on those specific homes.
* Cross-sell if you don’t have exactly what they’re looking for.
* Wait List if they’re further out.
* And if they still say “no” at the end, be comfortable asking what would it take? Were we missing anything at our community that prevented them from renting?

**Role Plays- 2 Pass- (10mins)**

(Don’t tell them it is a pass)

* Pass-5mins

**Roleplay #3 Agent Pass**

Prospect A

For your information:

* You and your husband recently found out that you’re expecting and are looking into a TH so you have more space.
* You are also thinking of buying a home.

Info to give to agent:

* Looking for a two-bedroom TH.
* Have a budget of $1500-$1600
* Must be moved in by the end of March 2023 and that you are meeting with your realtor later today to discuss homes that are currently on the market and have the space that is important to you and your Husband.

When/If agent asks why, you won’t lease today:

Surface:

- Your realtor sent you information on 2 homes that you’re highly interested in.

- Your spouse isn’t with you and you don’t want to make that commitment without them.

True Objection:

- Your outlook on renting is that it’s throwing away money

- Can get a mortgage for the same cost of rent.

You can Lease the apartment if:

-Agent effectively goes over the financial benefits to renting vs buying.

-Agent offers to Facetime with spouse today and attempts to set an appointment to have the spouse come in next day to view and confirm.

* You feel the Agent worked to make a friend with you.

Agent A:

* You have a two-bedroom TH available for Move in Mid-March.
* Rent is $1575 and you can give up to $50 off
* Property has numerous 24-hour amenities: maintenance, cybercafé, state of the art fitness with cardio classes.
* The home you have available has ample storage space inside the home.
* Pass- 5mins

Role Play # 4 PASS

Prospect B:

* You and your sister are currently FT Students, share a vehicle and have different class schedules.
* This is your first apartment where you’ll be living together.
* They are worried about safety since they are new to the area and transferred out of state for school.

Information NOT to be given to agent:

* If the home is not on the 2nd floor, it’s a deal breaker because your parents have convinced you that a 1st floor isn’t the safe.

Information to be given to agent:

* Need a 2 bedroom/2 bath
* Has a max budget of $1475, but would ideally like to stay at $1,400.
* In no hurry to move because parents will pay for an Airbnb until they find the perfect fit.
* They would like to have a pool and fitness center
* And want to feel safe where they live.

Will lease at max budget if:

* The agent can meet your ideal preferences and you feel like they were trying to make a friend in the process.

Agent B:

* You have a 2br, 2 bath on the 1st floor for $1,425.
* You have a 2br on the 2nd floor for $1,525.
* You can currently offer up to $50 off available apartment homes.

**Call- Play a Call that started Ordinary and turn Extraordinary- (5-7mins)**

What made the call a hot dog call? What can we take away from this call and utilize every day at our own properties?

**Closing- 10mins**

**Another game? Discussion of class. And Michelson Cheer**

**CLOSING WORD GAMES**

**Split up into 2 groups and play the memory game.**

Go around the circle with each person saying one word representing: something they learned today; or the attitude they hope to bring tomorrow; or something they appreciated about themselves that day; or some way that they shined today; or some area of learning they hope to learn tomorrow.

Each person has to repeat the previous words before adding in their word. Facilitators will keep record of the words to see which team has the best active listening skills.

HOLD UP WAIT A MINUTE,

LET’S PUT SOME ENGAGING IN IT.

MICHELSON BREAK IT DOWN

KNOCK THOSE COMPETATORS OUT OF TOWN

Items for the class

-signs that say engage, close and make a friend

-Matching jump suites

-Pom Poms

-Mega Phones

-Candy

-Fidget spinner/pompom