

The One Where We Have a Friendly Conversation- Good Call/Closing
(75mins)

HOSTED BY:

Facilitators: Missy Behrns, Kim Nations, Stephanie Tayloe, Dianne Patton

Play as everyone is entering – **Andrew Gold - Thank You For Being A Friend song play** and then slideshow of Missy, Kim, Dianne, Stephanie doing fun “friend” poses. We are going to wear matching tee shirts at the mixer and take a bunch of photos for this. After that we will create a CapCut slideshow to go along to the music.

Mission Statement:

Our Mission is to Empower our team to create meaningful connections through every phone call, to go beyond transactional interactions with prospective apartment residents and to build a relationship with them. We strive to transform each conversation into an opportunity to create friendships, understanding that the foundation of a thriving community begins with personal **interactions**. By actively listening, addressing needs, we aim to not only assist individuals in finding their ideal **home**, but also to establish bonds that extend beyond leasing agreements. Through our commitment to fostering friendships, we envision a community where residents feel valued, supported, and truly at home!

Ice breaker/Introduction (15 min)

****Ice Breaker - The Bingo Game**

<https://kpu.pressbooks.pub/businesscomms/chapter/open-ended-question-bingo/>

Everyone will get a Bingo card to figure out what unique fact matches with what person. Y/N questions are not allowed, and you cannot

directly ask if the fact relates to that specific person until you have asked at least 2-3 open-ended questions.

Before we start the role play- LISTEN TO AND DISCUSS THE MISSED OPPS Call.- (5-7mins)

Kelly Angelique Call-

We are going to hand out the good call score card prior to this call instead of after game so all can follow and score accordingly

**So Far I think the call between Kelly and Angelique would be a good example. A good amount of yes/no questions asked, not too much rapport or friend making. Kelly did a good job trying but might have missed the mark on really making that friend.

(I think we all should keep searching for calls to compare and see if there is another good example of this)

Role Play- 1 Fail (7mins)

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 just started looking for an apartment and have put together a list of things that are must haves in your home.
- You have a spreadsheet of 10 different communities in the area and pros/cons to each
- 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.
- You are new to the area which is why you are doing you due diligence
- The last place you lived you rent site unseen and it has been a horrible experience. – maint doesn't show up, trash all over community, no one answers phone in the office

Info to share with the agent:

- You are looking for a 2 bedroom with budget 1500-1650.
- 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 moving (or what they like/dislike about their current community?), you can tell them:
 - I'm just looking for a change.

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

You surface answer will be:

- You want to check out the other 9 places within a 10 min drive of your location
- The sister property down the road has 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.
- Builds rapport and excitement in regards to your specific area/community/resident events.
- 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.
- Can meet your budget preferences.

Agent A

- You have a 2 bedroom for \$1850 and can offer up to \$100 off.
- Review score is 90% with some recent negative reviews about maintenance and communication.
- Your 2 bedroom is on the 1st floor and has tons of windows that allows a lot of natural light!

Video- [\(10 mins\)-longer than initial but we believe this is a great video for all to watch](#)

<https://youtu.be/QfWgKZzsuMc?si=sf-KglvmGVs6fulH> (play at 1.25 speed)

Open Discussion on what it takes for a Good Call and points to get across. (10mins)

- Will have a whiteboard or drawing board at the front of the class and write ideas and answers on there as we discuss
- Will throw candy/chips at people that talk

Ask the class, what are 6 steps to a successful call? And on your white board, have 1-6 listed and fill in as responses are made.

6 Steps to a Successful Call

- 1. *STOP what you're doing* – Pay attention to the phone and do not ignore calls. Calls are very important and can become easy closes if you handle them right.
- 2. *ANSWER by the 3rd Ring* – Try your best to answer the phone on the first ring; this is key! Your prospects are not expecting you to do this, so this alone will make you stand out. If not by the first ring, you must be sure to answer by or before the third ring.
 - Also, keep in mind that even though we're hearing the ring for the first time, the prospect has already heard it ring several times on their end.
- 3. *SMILE ... the caller will hear it!* – Smile when you answer the phone to create a perception of a friendly, enthusiastic and professional leasing agent. If your co-workers tease you about your phone voice, you know you are doing something right!
- 4. *Enthusiastic Greeting* – Speak in an audible tone and at a healthy pace. An example of an enthusiastic greeting is, "Thank you for calling Sunshine Apartments, my name is Rick and you are?" This is a great way to obtain the prospect's name right away, and if you've been told you're a fast talker, speak much slower than you normally would. It will feel awkward to you, but it will help the prospect a lot during the conversation.
- 5. *Warm & Friendly Sound (Positive Attitude)* – Think about how you sound when you are having a good day. This is a great way to sound to convey a positive attitude. Turn on your customer service voice! Remind people of having the mirror by their phone and to SMILE ☺
- 6. *Be prepared- Have Your Leasing Tools Ready!* – This means having a pencil, pen and notebook near you. You should also have your availability with you at all times so you don't have to look it up.

We will then go into discussion on what we do at the beginning of a call to build rapport/relationship with the caller without discussing anything about their apartment search. What questions are we asking? How are we responding?

Talk about trying to ask at least 3 personal/engaging questions at the beginning that do not pertain anything at all about the apartments. What are some of the good questions you're asking to build rapport before going into the specific apartment search/qualifying questions?

Who has good ideas for making a friend?

What makes a Michelson call a great one?

- For the person on the other line to be able to hear us smiling the entire time
- Learning 3 personal things about the caller outside of the apartment home
- Making sure the caller knows they are heard and understood- not having them repeat anything since we should be actively listening the entire time
- Very important for the agent to set the tone for the call- making sure if the caller on the other line isn't upbeat- don't match that tone. make sure we are keeping it upbeat and positive regardless

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!
 - New job – Congratulations! Where will you be working at? That's great, it's only 'x' minutes away from the community!
 - Relocating – That's very exciting? Where are you moving from? What's bringing you to the area?
 - It will be me and my family – we'd love to have you all! Who all will be moving into the home? What are their names? Where will the kids be doing to school/grades?
 - Pets – we love our four-legged friends! What type will you be bringing with you? What's its name? Bring them with you for the tour so they can see their new home and bark park (if applicable)!
 - Once you focus on the prospect, you can also relate with your own experiences to build further rapport! (see two points below)
 - Take your time with these types of follow-up questions! You don't know exactly how many other communities they're calling, so we have to make sure we're standing out to the prospect! Build a relationship with them from the start!!!!
 - Find a way to connect and relate to them on some level. "Oh I have a dog! What kind do you have!??, you will love our Bark Park!"
- Paint a picture how their hot points will be met (or close to it) at your community! Check the boxes for them!

- 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.
 - Interesting article about too many choices - <https://thedecisionlab.com/biases/choice-overload-bias>
 - There is one article specific to apartments where we shouldn't offer more than 3 but can't find it immediately.
- 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?

We have a lot of verbiage in the Open Discussion section for 10 mins. We will touch briefly on all of it with main focus of “making a friend” at the here we can add

Common Objections and How to Overcome

Trying to get same day tour but caller says they cannot come

- Get email to send exact photos
- Offer Facetime tour
- Try to give the a visual same day

Caller needs 1 bedrooms, we do not have one bedrooms

- Market 2 bedroom as one bedroom with office or one bedroom with den

What other common objections are you all coming across on calls/tours, and what ways are we able to overcome them?

- Pricing – how do we build value for the community?
- Only have a certain floor plan – cross-sell to relate how their preferences can match another style.
- Add some additional ones here to keep the conversation moving.

Role Plays- 1 Pass (7 mins)

(Don't tell them it is a pass)

- Pass-5mins

Roleplay #3 Agent Pass

Prospect A

For your information:

- You and your spouse are adopting your 2nd child and are looking into a TH so you have more space.
- You are also thinking of buying a home so the kids can have a yard

Info to give to agent:

- Looking for a three-bedroom TH.
- Have a budget of \$1800-\$2300
- Must be moved in by the end of March 2024 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 spouse

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 with large backyards
- 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 and you want to have a yard for the kids and future dog
- 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 effectively goes over amenities/courtyard/pool/playground/ lawn care included with rent

-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.
- You can stretch your budget slightly if the agent hits all three points above while showing value in the new apartment.

Agent A:

- You have a two-bedroom TH with a partially finished basement available for Move in Mid-March.
- Rent is \$2450 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.

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

****Need To Find Call That Gets 100% Off Score Card and Demonstrates Making a Friend****

Closing- 5 mins

*** Discussion on what was learned and how we are going to move forward and implement these learned items in the real time world.**

Items for the class

- *buzzers
- *Role Play Handouts
- *white board or large drawing paper for open discussion
- *Dry erase pens or sharpies
- *Good Call Scorecard handouts
- *bingo cards
- *Stickers
- *pens
- *Candy/chips/snacks
- *Wall Décor
- *Bingo Prizes- inexpensive earbuds?, small microphones?
- *friendship bracelets
- *tee shirts for facilitators