

Michelson Phone Call Score Card

Agent's Name		Prospect's Name	
Community		Date	

Enter 'y' for all points hit during call.

Introduction and Lead Information		Answer	Total	Possible
1	Agent uses proper phone greeting.	0	0	1
2	Agent attains caller's name or caller volunteers name.	0	0	1
3	Agent uses an ice breaker at beginning of conversation.	0	0	3
Qualifying Questions		Answer	Total	Possible
4	Agents determines needs/wants of the prospect.	0	0	5
5	Agent asks when the apartment is needed.	0	0	2
6	Agent determines where prospect is moving from and why.	0	0	2
7	Agent figures out who is moving and names of other occupants.	0	0	2
8	Agent inquires if prospect has pet(s) and type(s) if so.	0	0	1
9	Agent matches prospect's needs/wants with what community offers.	0	0	4
10	Agent obtains a price range/budget for the prospect	0	0	3
11	Agent attempts cross-sell if nothing is available for specific needs	0	0	0
Amenities, Benefits, and Misc. Items		Answer	Total	Possible
12	Agent asks what amenities are important to prospect.	0	0	2
13	Agent built rapport with the prospect during call and uses name throughout.	0	0	5
14	Agent determines advertising source	0	0	1
15	Agent reacts appropriately to life events disclosed during conversation	0	0	0
16	Agent used a friendly and happy tone through the call.	0	0	5
17	You felt agent made an effort to have a friendly, casual conversation with the prospect outside of trying to rent them an apartment.	0	0	5
18	Did we build rapport and get their needs/interests PRIOR to talking price?	0	0	0
19	Did we get budget BEFORE we gave out a price?	0	0	0
20	Prospect is claimed in iLL and in Yardi	0	0	3
Close		Answer	Total	Possible
21	Agent created a sense of urgency.	0	0	5
22	Agent sets/attempts to set appointment for prospect.	0	0	5
23	Agent discusses area, neighborhood, or offers directions to the community.	0	0	3
24	Agent encourages online application and how to find it.	0	0	5
25	Agent attempts sister property or locator referral where applicable.	0	0	0
26	Agent attains caller's contact information.	0	0	3
27	Agent thanks prospect for calling and is available for any additional questions.	0	0	2

You felt agent made an effort to have a friendly, casual conversation with the prospect **0** **129**

Telephone Score **0%**

Need Improvement