

Ring to Bring Home the Gold

Good Call Roundtable

Facilitators

Fatima, Sarah, Denise, Owen

Class A: Fatima/Owen

Class B: Sarah/Denise

As People Enter:

Music: [All I do is Win \(clean edit\) - Dj Khaled](#)

Mission Statement: (2 minutes)

Our mission is to show how to engage in a good call that is worthy of the Olympic podium, where empathy, curiosity, and authentic connection carve the path to gold. We strive to make every caller feel like a new friend by focusing on who they are and not just what they request. Through caring questions and meaningful conversation, we will guide each prospective new resident toward a home that matches their individual lifestyle, goals, and needs.

Ice Breaker: (10-15 minutes)

Video: <https://www.youtube.com/watch?v=IVNsfNtO7tc> (will queue up to just watch from 3:48-5:38 unless I can find shorter version)

Game: Office Olympics - split into 4 groups of 5 (est. 20 ppl per class) to compete in a relay of office-style olympic games - Teams choose representatives for each game so everyone participates.

- Plan on playing 5 games so that everyone participates in at least one game. The winning team gets a prize.
 - Will cut one game if short on time as ring toss will use two players.
 - Have someone on each team keep score
 - Each game will be around 30 seconds each
 - Highest points/finishing the task gets them a point per game
- Paper ball toss (score baskets using balled up paper into trash can or basket)

- Paper plate disc throw (launch paper plates to goal area like a frisbee/disc throw)
- Keep it up (balloon, they have to keep in air for 30 seconds) NO HANDS!!
- Sort it out (multicolored paperclips that they have to sort into the same colors
Whichever team has the most sorted into correct colors within 30 seconds wins)
- Ring Toss (use olympic torches and rings to throw and catch)

Roundtable Outline

Bad Call Example (4 minutes)

- Listen to bad call example (Roleplay).
- Open discussion up to class:
 - Was this a Michelson Good call? Why or why not?
 - Why do you think they did or didn't make a friend?
 - What are some things the agent found out about the caller that is not apt related?
 - What got the caller excited to talk?
 - What are some engaging areas that the agent missed?
 - Mentioned the dog park in the beginning, but he didn't ask about their pet.
 - Caller mentioned her lease was up in April, agent could have asked why she was looking to move and where she was moving from.
 - Did not find out any personal information.
 - What was done well?
 - Described the apartment home
 - Tried to set up a tour
 - Gathered contact information
 - Didn't have to give a specific price
 - What are some things the agent could have done differently?
 - Had an ice breaker at the start of the call
 - Tried to learn about prospect and engage about their interests/needs
 - Had more urgency
- Why Michelson standards for a bad call could be considered a "good" call at other companies; what sets us apart?
 - Discussing only leasing specifics - good for other companies who just want the lease but for Michelson, our goal is to make a friend/build rapport and create relationships that lead to long-term, happy residents

- Ask for examples of times that making a friend made a difference with a prospect or set us apart from the competition
 - Fatima: Finding a way to relate with the caller. I love babies and children, so any time I get a call and they mention they have kids. We talk about where they go to school, or how my girls love to play with make up, and how my son loves to play sports.
 - Sarah: Connecting about St. Louis and our different counties. We often have people relocating from North County to our area in South County. Since I grew up in North County, I always ask where they're at and connect to it with some stories from my time out there, making the move to South County, what high school we went to (stl thing) and more. It makes it easy to befriend the prospect and show why our community is the best choice out here.
 - Owen: I am a total foodie so being able to find out what a prospect likes sort of opens Pandora's box for me. Whether they're coming from out of town, and need good food recommendations, or if they are already living in the area, we can talk about our favorite spots. I've always got a list of good spots no matter which property I'm at.
 - Denise: When speaking with a prospect who shares that they have school age children (or soon to be), I make an effort to establish rapport by sharing that I live within the community and that my daughter has been part of the district for several years. I express how much we personally enjoy the district and highlight some child friendly activities and resources available in the area. This approach often helps ease concerns or questions about the district, as I acknowledge how important a supportive and engaging community is when families are considering their new home. By sharing my positive experiences and offering helpful information, I aim to provide reassurance to prospective residents.

****Class will need to get up and partner with someone new** Groups of 4**

Interactive Game (8 min)

We are going to give you an example question. Each group will have 20-30 seconds to write your answer. We will ask for (or call on) 1 person from each group to say their unique open ended question. The most unique question wins a point. (1 facilitator will be writing the questions on the board and the other keeping score) If 2 teams have the same answer, they don't get a point. **May not use every question due to time constraints, keeping all for options as needed**

Questions

1. Example: What are your preferences in your apartment?
 - a. If you were to design your own apartment layout, what would it look like?
 - b. What are some areas of your current apartment that you would love to see in your new Apartment Home?
 - c. What would your dream apartment home include in it?
2. Example: Why are you moving?
 - a. What is bringing you to our area?
 - b. Is this a job change or life change that is making you do the move?
 - c. What has helped you make your decision to move to this area?
3. Example: What would it take for you to lease today?
 - a. What are you looking for that you haven't yet found?
 - b. What has you unsure about applying today?
 - c. Is there anything stopping you from submitting your application today?
4. Example: What are you looking for in your new apartment that you don't currently have?
 - a. What sort of things would you change about your current community?
 - b. In a perfect world what amenities would you have in your home?
 - c. What about our community made you stop by to check us out?
5. Example: What amenities are you looking for in your new home/community?
 - a. We have some really fun amenities here. What are some things you like to do in your spare time that would be fun to have in your new community?
 - b. What are some of your favorite hobbies to do with friends or neighbors?
 - c. What do you like to do for fun?
 - d. What do you like to do in your downtime?
6. Example: What would it take to lease today?
 - a. What are you looking for that you haven't found at our community?
 - b. What potentially has you unsure about applying today?
 - c. What additional information could I provide with you to today to help with your decision to submit an application?
 - d. We've looked at a couple great apartment options today. Which one do you think works best for you?

Everyone should be creating their own unique engaging questions to use with their prospects. We should personalize our own engaging presentations based on our own personalities and the personality of the prospects.

Hand out list of engaging questions here

Challenge Role Play (10 min)

Prospect:

- You want a 2 bedroom on the 1st floor.
- Budget: \$1500 but flexible.
- You are willing to lease an apartment over the phone if needs are met.
- All following needs and wants are to be given only when the Agent asks you. **Don't give all your information out, wait for the Agent to ask specific questions**
 - You have 2 pets- 1 dog and 1 cat. Both ESA
 - You're MTM and can be flexible with move-in date.
 - Could stretch budget \$100 for the PERFECT apt
 - Can not go up or down stairs
 - Would like to move ASAP
 - If agent builds rapport or makes you excited at living at their community, you are willing to be flexible
 - You are retired and do not drive. Your daughter will help complete the application online if it is offered.
- If Agent asks you to apply online, you ask the qualifications to lease. DON'T share this information immediately. This is personal stuff and no one needs to know, right?
- ONLY share the following **secret background information** if you develop serious rapport with Agent.
 - Your monthly income from pension and social security is roughly \$3,000.
 - Your daughter is willing to co-sign or be on the lease to help meet income requirements.
 - You filed bankruptcy a year ago due to high medical expenses

Agent:

- You have a 2-bedroom available now on second floor
 - Rent: \$1,550, no conc offered.
 - Home located across from the dog park.
 - Carpet in bedrooms only
- You have a 2-bedroom available on first floor in 60 days
 - Rent: 1,600, no conc offered
 - Pool & courtyard view
 - Plank flooring throughout

Discussion on Role Play (5-10 min)

- Prospects: raise hands if you were ready to lease?
 - Why?
 - What are some open ended questions you asked that got you talking?
 - If not, what could have helped improve the engagement?
- Agents: raise hands if you were able to reveal the background of this prospect?
 - What questions were asked to help reveal the background?
 - How did you answer the qualification question to get the prospect to tell you about their past?

As we can see from this role play, by asking the right engaging questions, we can build rapport with prospects and even find out their potential for an approval or a denial! This is a pass if you uncovered her secret background info.

Good Call Example: (11 min)

- Listen to good call example (Lindsey from Harper's Point) If not done already, make sure she is aware her call is being used. I can notify her as well if that works.
- Open discussion up to class:
 - Was this a Michelson Good call? Why or why not?
 - What are some things the agent found out about the caller that is not apt related?
 - Started off with an ice breaker, not only did she ask about her day but then talked about the weather
 - Immediately went into her move from California
 - Found out that this is her 1st big move and she will be coming closer to family
 - Great conversation about in and out, felt they connected here
 - Talked about her new job
 - Talked about the area, Texas Roadhouse and the movies that are in the area
 - Lindsey not only found out the caller had a dog, but found out the name and found a way to relate with the dog.
 - Why do you think they did or didn't make a friend?
 - The agent was able to get personal information out of the caller and found a way to bond with her.
 - The call did not go straight into apartment talk. Lindsey wanted to get to know her prior to going into the apartment talk.

- Lindsey not only found out the caller had a dog, but found out the name and found a way to relate with the dog. She talked about her friend having the same type of dog.
- What got the caller excited to talk?
 - Bringing up In and Out, and how it is now in TN.
 - Bonding over the talk of the caller's pet and how the property does events for pets.
- What was done well, highlight key moments, etc.
 - Lindsey did not sound like she was going down a list of interview questions. The questions flowed from engaging in her personal life and then flowed into the apartment.
 - Sometimes we forget to still close with prospects just because we don't have that option open. I like how Lindsey really sold the waitlist.
 - Offered a FT tour since the caller is not in town.
- Good calls should focus on making a friend before anything else, not too leasing-driven

****Class will need to get up and partner with someone new** (Facilitators choose new partners if needed)**

Learning to Make a Friend Role Play (5 min)

DON'T TELL CLASS: The goal at the end of the Role Play will be finding out from the prospects how much personal information they gave the agent. There will be a Gold, Silver and Bronze winning team.

Prospect:

Your goal as the Prospect is to mark how many pieces of "personal" information the Agent gathers as opposed to information about the actual home (e.g. work, who's moving, interests, hobbies)

- You are hoping to move ASAP but for the right fit, you can wait a little bit
- Budget is around \$1275-\$1325 but open to up to \$1450 for the perfect home
- Prefer 2 bed or 1 bed with a study but not a dealbreaker
- You want a lot of natural light
- If available, you'd prefer a top level over 1st floor
- Don't offer up the following information unless the agents asks questions or leads the conversation in a way that would make you want to share

- You really like an outdoor sport - sport of your choice, could be more than 1
- You have a lot of plants
- You are in a relationship - partner will be moving in sometime in the future
- You work from home - dream job of your choice
- You can create more things about your character if the agent leads the call that way. Get creative and have fun with it!!

Agent:

- You have a one bedroom for immediate move in
 - Rent: \$1,320, can do up to \$50 concession
 - 1st floor
 - Pool view
- You have a one bedroom with a study for March 15th move in
 - Rent: \$1400, no concessions
 - 3rd floor
 - Bay windows with lots of natural light in afternoons

Discussion on Role Play (5-10 min)

- Facilitators will call on the prospect of each group and will find out how many personal details the agent got from them. **There will be Gold, Silver, and Bronze winners.**
 - Ask Agents: How were you able to get the prospect to give away so much personal information?
 - Ask Prospects: What are some things they asked or discussed that made you want to open up?
- Agents: Raise hands if you felt you made a friend in your prospect
 - Why?

Awards Ceremony (5 min)

Use Podium to give out medals for anyone scoring gold, silver, or bronze on the challenge role play - winners get medals

Conclusion:

The goal of this class was to practice using unique and engaging questions to help prospects open up about themselves. This approach allows you to build trust, create meaningful connections, and strengthen relationships with future renters.