

Leasing with the Focus on Customers

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The trend of Customer-Focused Leasing continues strong in the leasing world, which is a positive movement toward the more professional approach of a true consultative exchange of information and needs versus the basics of “meet, greet and tour”. Customer-Focused Leasing consists of two main elements: A Core Commitment to the Customer and Being True to Yourself.

The Core: Commitment to the Customer

The **Core Commitment** to the needs of the prospective resident includes building a rapport and developing a real connection with our customers. This connection can be achieved by taking the time to get to know them individually as you welcome them to your community, enquiring what brought them to your community or the reason for the move. Taking the time to get to know them personally will build their trust in you as a Leasing Professional. Once the connection is made and trust engaged, you may ask specific questions that reveal what their exact housing needs are to determine the ideal match of their needs with your availability. It is also crucial to keep in mind that Customer-Focused Leasing is a long-term venture by maintaining the core commitment throughout their residency. Your knowledge of this resident will grow as their tenure at your community builds by taking the time to acknowledge and communicate regularly with them as a person rather than being considered as just another “unit number”.

Being True to Yourself -- Who you are and your personality

It is ideal that your true personality emerges during your interactions with the customer because our prospective residents “buy” into who you are as a person and that they will be in good hands when they move in. Most successful salespeople are noted to have very genuine and sincere personality and treat their customers with absolute care and respect.

It has been proven that people don't like to be sold but they love to buy!

In Customer-Focused Leasing the fear of being “sold” or encountering the used-car salesman approach is vanished by your professionalism and sincere charm. Most of our customers like when we are sincerely being ourselves, allowing our wit and style to lead the sales experience.

As you lead the prospective resident through the sales process, our customers ask themselves 3 Questions:

- Can I trust this person?
- Do like this person?
- Is this person knowledgeable?

When you take the time upfront with your customers developing that needed trust it will lead them to like you because you asked questions about their needs and actively listened. Liking you as a person leads to trusting you as a sales expert, so when you invite the customer to become a resident and ask for a commitment—You will be more likely to get it! You will then “WOW” them with your product knowledge by becoming a guru of your own community, studying every item, detail and possible question that any customer could possibly ask. You absorb the information with enthusiastic vigor because you understand how to differentiate your community from others with knowledge and cutting edge information.

The Challenge

I challenge you to take to heart these customer-focused leasing techniques of keeping the Core Commitment to your customer and Being True to Yourself. After your next customer interaction, evaluate your commitment level with these questions:

- How did you connect with the customer(s)?
- Did you uncover the true needs of the customer?
- If asked, what would the customer say about your sales abilities?
- Was your sales approach and product expertise extending with unique style fitting to your personality?
- Would the customer positively refer you to others to you?
- How could you improve your approach to develop a better rapport?

Dedication to this approach will increase your ability to gain the commitment from your customers plus boost the longevity of each resident’s stay at your community.

Good luck in *Setting a Higher Standard* in Leasing!

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