

## **Make Every Call Count: Understanding Our Customer's Opening Lines**

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True Leasing Professionals know and understand The Power of Telephone. They are aware that the majority of our business begins on the phone and relationships with our customer start by developing rapport as needs are being uncovered for an apartment home. Leasing superstars make every call count by maximizing every second on the phone to build a connection by asking the customer key questions moving down the road to a long-term business relationship.

Successful leasing experts also recognize from experience that nearly all calls begin in the following manner:

Do you have any 2 bedrooms apartments available?  
Can you give me information and prices on your 1-bedroom apartments?  
How much are your 2 bedrooms?  
What are your specials on 1-bedrooms?

### **Ask the Right Questions**

Successful sales specialists are familiar with the strength of the ability to ask the right questions and take professional control of the call from the very beginning. They realize that customers are often unsure about what other information to ask for at the beginning of the call. Just because they started by asking a "price" question does not mean that they are price driven.

By actively taking control of the conversation from the beginning one will gain the information needed to determine their housing needs. This will lead to setting an appointment followed shortly by a reservation to become a resident. Here are some great examples to follow to gain that control:

*Great! Thanks for calling Sunshine Place! When were you looking to move in?*

*Today is your lucky day! We only have one more two bedroom. Again my name is Amy -  
Who do I have the pleasure of speaking with?*

*It would be my pleasure to give you information on our beautiful apartments. In order to find  
your perfect apartment, I will need to ask you a few questions.  
Are you familiar with our award- winning community?*

*Yes, we are offering some incredible move- in incentives.  
When were you planning on moving in?*

*Yes, we are offering specials on a select group of apartments.  
What type of apartment were you searching for? Super! Again, my name is Amy and you are...?*

*Yes, I would love to give you information on our one-bedroom apartment homes.  
What 3 things are you looking to have in your apartment?  
Is there a budget that you wanted to stay within?*

I challenge you to sincerely ask the right questions and truly listen to their answers. If you are dedicated to this approach, you will get your future residents talking about their wants and needs leading you down the road to success! There will be no mystery why you are a Leasing Superstar for you are making every call count!  
Good luck in *Setting a Higher Standard* in Leasing!

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