

How to Make Solid Appointments with Customers

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Successful sales people everywhere know the power and value of making appointments with their customers. If you think about it, many professions in various industries literally survive on making solid appointments and confirming them prior, such as your doctor, hair dresser and dentist. If you reflect back to your last appointment with one of those professionals – more times than not you forget about your appointment, correct? It is nothing personal against who ever you have an appointment with -- It's more likely that you are very busy and just plain forgot! This same reasoning applies to our customers who are searching for apartment homes. We just need to realize this and convert our actions to ensure that appointments are set and kept. It has been shown that our customers are four times as likely to lease if they commit to an appointment. If you add this simple step to your daily routine, you will see a dramatic improvement in customers arriving on time in with urgency and anticipation of the tour experience ahead of them.

In addition to confirming all appointments, pay attention to the following proven quintessential tips on how to make this happen.

Telephone Skills that create excitement

It all starts with having solid telephone skills and covering all the priceless steps of preparation, greeting, making the connection with the customer, asking specific questions to uncover needs, and then customizing the call to the customer's needs. Creating that excitement and urgency to come out to experience the community themselves will ensure your community will be at the top of the touring list. Here is an excellent method to use when you ask for the appointment:

“When can you come out to tour this beautiful two bedroom apartment home?
This weekend? Great! Saturday or Sunday? Saturday – ok.
Would morning or afternoon work better for you on Saturday? Morning?
Super- according to my calendar I have an opening at 10:45.
How does that sound? Great!
I have you down for 10:45 this Saturday.
What would be the best number to contact you
to confirm this appointment?”

Set That Appointment!

True professionals and successful salespeople **Do Not Wimp Out** by offering, “Just come out anytime” or “Anyone can show you around”. That approach defeats the whole purpose of your focus and skill on the telephone call. You have begun a relationship through all the steps that you have just completed with this person! Continue it – don't pass this on to someone else!

And finally be there for the appointment prepared and ready to “wow” them upon their arrival.

Remember, you only get one chance to make a positive first impression.

This is your chance- Maximize it!

Amy Kosnikowski of Quintessential Marketing and Training, is a national speaker, sales trainer and marketing consultant focused on multifamily real estate investments.

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