

Powerful Telephone Techniques

“Cue Card”

Essential Qualifying Questions

BE SURE THAT YOU:

GREETING:

WHO?

WHEN?

WHAT?

HOW MUCH?

WHERE?

WHY?

PHONE #?

ADDRESS:

SET APPOINTMENT:

DON'T FORGET!

- 1. Smile** - The caller will “hear” it!
 - Answer - By the third ring
 - Tone of voice - Warm & friendly
2. “Thank you for calling Sunshine Apartments”
“I want to find the apartment that is perfect for you, do you mind if I ask you a few questions?”
3. “My name is _____ And you are _____ ?
Use prospect’s name!
 - “Is the apartment just for yourself?”
 - “Will you be bringing any pets?”
4. “When are you planning to move?”
5. “Take a moment and describe the type of apartment you are looking for.”
 - “How many bedrooms . . . How many bathrooms?”
 - “Do you have any special needs or preferences?”
6. “What price range are you budgeting for?”
7. “Do you work nearby?”
 - “Where are you moving from?”
 - “Where did you find our telephone number?”
8. “Do you mind if I ask why you are considering a move right now?”
9. “Please give me your phone number in case something comes up.”
10. “Let me get your address so I can mail you my card and we can keep in touch.”
 - “What email address do you check most?”
11. “When do you think you might come by for a visit? I want to make sure I’m here so I can personally assist you.”
12. Describe Amenities
Create a Sense of Urgency
Give Specific Directions
Verify the Appointment Time

Thank the Prospect for Calling!



6230 N. Beltline Rd, Suite 318
Irving, TX 75063
972.256.7500
972.252.5327 (fax)

6 Steps to Make Each Telephone Call a Success!

1. **Stop...** what you are doing!
2. **Answer** by the third ring.
3. **Smile!** – The Caller will “hear” it!
4. **Enthusiastic Greeting** – The caller’s first impression comes from your initial greeting.
5. **Warm and Friendly Sound** – Your positive attitude produces a friendly sound.
6. **Be Prepared!** – Have all your telephone leasing tools ready!

Compliments of . . .



Providing an Array of Marketing and Consulting Services to the Apartment Industry

- Training Seminars for Onsite and Middle Management
- Comprehensive Market Comparable Studies
- Onsite Specialty Contract Leasing
- Special Problem Consulting
- Pre-Acquisition Inspection and Evaluations
- Onsite Personnel Evaluations and Mystery Shopping Programs

972.256.7500

6230 N. Beltline Road • Suite 318 • Irving, TX 75063
www.ellisconsulting.com