

Sales and Service are Synonymous in the “Post Experience”

Enhancing the experience, the “Post Experience”, is the goal of every interaction at a Post apartment community. Atlanta based Post Properties, a long-time Ellis Benchmark participant, views **sales** and **service** as one integrated event. “You cannot have one without the other,” according to Post Properties’ Vice President of Learning and Development, **Lori Addicks**. “In all Post training, when we talk about sales, we talk about service. It is one package.” The company strives to create a unique experience with anyone who comes through the door. Regardless of a person’s need, the Post Leasing Consultants are savvy individuals who recognize the necessity to be real and genuine with each prospect, resident, vendor, or other property visitor.

Whether leasing an apartment, helping a resident with a service need, or simply giving someone directions, all people interacting with a Post on-site professional enjoy a similar positive and upbeat experience. Even before a visitor opens the office door, each Post property makes a significant statement by their colorful and manicured landscaping and pleasing walkup appeal. The landscape associates and property engineers (service technicians) are schooled in both leasing and marketing, and they understand their role in maintaining the long-time company reputation of excellence, often referred to as the “Post Experience”. These onsite maintenance team members are equipped to answer questions from prospects and residents who might come by before the office opens. They have been known to answer telephone leasing calls and even show an apartment when the office is busy. “The performance of our property engineers has the highest direct correlation to resident satisfaction of any staff contact with the residents,” says Addicks. “They are exposed to leasing through weekly property staff meetings and daily interactions in the leasing office. We even have several property engineers who have been known to lease right along with our leasing consultants!”

The integration of sales and customer service is a given in their ongoing leasing efforts. **Jennifer Geiger**, Post Properties’ Director of Leasing Development, believes the same components of good customer service are crucial to an outstanding sales presentation. *Authenticity* is the goal of every interaction. “Post has moved away from simply teaching ‘techniques’ and we now want to empower our leasing consultants to go deeper and create a relationship built on trust,” Geiger tells us.



Rather than teaching canned responses to common resident and prospect questions, Post recruits sales professionals with superior communication skills who can step up to a high level of engagement with all people. “We call our leasing team members *consultants* because their focus is on solving problems, not just selling something.” Not surprising, this partnering approach of providing solutions to an apartment seeker’s rental needs is also the best approach to genuine and memorable customer service.

The Post approach to sales and service are calculated and by design; they reflect the company’s core values. These values read like the main points of a customer service manual.

- Performance and Accountability
- Honesty and Integrity
- Innovation
- Quality
- Service
- Teamwork

It is obvious how these values, when incorporated into a sales strategy, can go far to perpetuate the genuine and *authentic* “Post Experience”. In their sales and leasing efforts, the Post Leasing Consultants take a *service-first* approach to getting apartments filled. This gives every prospect a genuine taste of what service they can expect if they select a Post Community as their next home.