



# Powerful Telephone Techniques

## "CUE CARD"

### ESSENTIAL QUALIFYING QUESTIONS



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### ESSENTIAL QUALIFYING QUESTIONS

BE SURE THAT YOU:

- 1 Smile – the caller will "hear" it.  
Answer – by the third ring.  
Warm & Friendly – Tone of voice

GREETING:

- 2 "Thank you for calling \_\_\_\_\_!  
*I want to find the perfect apartment for you.  
Do you mind if I ask you a few questions?"*

WHO?

- 3 "My name is \_\_\_\_\_. And you are \_\_\_\_?"  
Use the prospect's name!  
"Is the apartment just for yourself?"  
"Will you be bringing any pets?"

WHEN?

- 4 "When are you planning to move?"

WHAT?

- 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?"

How MUCH?

- 6 "What price range are you budgeting for?"

WHERE?

- 7 "Do you work nearby?"  
"Where are you moving from?"  
"How did you get our telephone number?"

WHY?

- 8 "Do you mind if I ask why you are considering a move right now?"

PHONE #:

- 9 "Please give me your phone number in case something comes up."

ADDRESS:

- 10 "Let me get your address so I can mail you my card and we can keep in touch."

SET APPOINTMENT

- 11 "When do you think you might come by for a visit?  
I want to make sure I am here so I can personally assist you."

DON'T FORGET!

- 12 Describe Amenities  
Create A Sense of Urgency  
Give Specific Directions  
Verify the Appointment Time

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COMPLIMENTS OF...



CONSULTING SERVICES TO THE APARTMENT INDUSTRY

- Mystery Shops: Telephone/On-Site, Recorded Call, Internet, and Video
- Exclusive Ellis Quarterly Benchmark Comparison Participation
- Online Performance-Based Training
- Training Tips and Performance Enhancers
- Customized 'One on One' Coaching
- Summary Data Access/Download and Multi-level Reporting and Dashboard Options
- Integrated Resident Survey Program
- Social Media Monitoring

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