

# Join Us Now...



## ***Avoiding the Six Common Mistakes Sales Professional Make***

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# The Ellis Companies

Enhancing Employee and Customer Experience

*Your industry partner for over 30 years*

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
- ❖ Ratings & Reviews
- ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching

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# Thank you for joining us today!

## Want to learn more?



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# MEET YOUR SPEAKER

## Rommel Anacan



- Rommel is the president of The Relationship Difference in Orange County, California
- He has experience at all levels of the multi-housing industry, from onsite to corporate.
- He has spoken to tens of thousands of people all across the nation.
- He is the newest member of the Apartment All-Stars.
- A fun fact about Rommel is...

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- A fun fact about Rommel is he is a HUGE fan of Hallmark Christmas movies!

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Kapnis  
Holidays

# Mistake #1: Not speaking the customer's language



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# We all process information differently!

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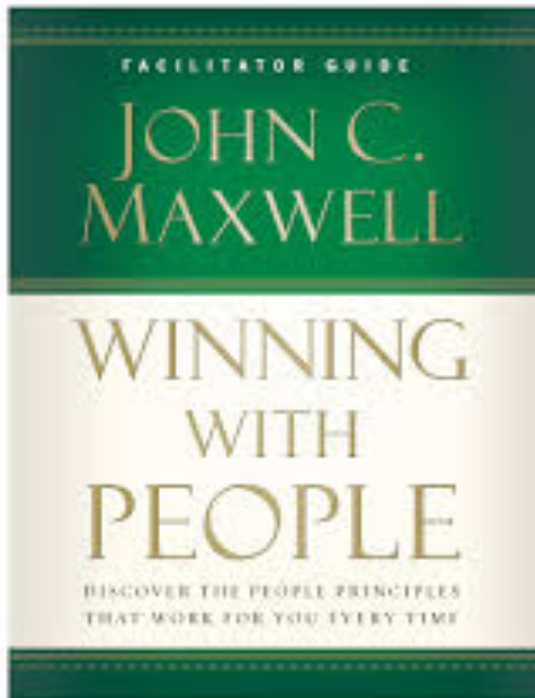
**I DON'T UNDERSTAND**

**ANY OF THIS**

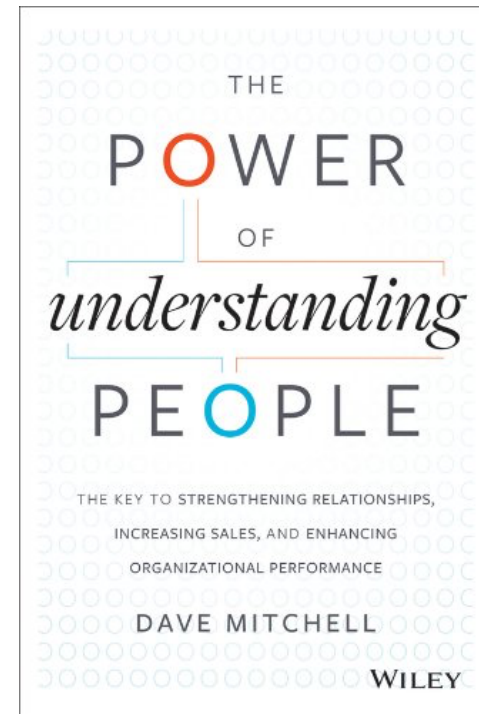
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# Resources



Winning With People  
John Maxwell



The Power of Understanding People  
Dave Mitchell

A young girl with brown hair in a ponytail, wearing dark sunglasses and a white long-sleeved shirt, is sitting on a wooden chair. She is looking towards the camera with a slight smile. Next to her, a young boy with long brown hair, also wearing a white long-sleeved shirt, is sitting on the same chair, looking away from the camera. The background is a soft-focus outdoor setting with warm, golden light, suggesting late afternoon or early morning. The text "Action Tip: Mirror the Customer" is overlaid in the lower center of the image.

## Action Tip: Mirror the Customer

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**81% of buyers indicated they would rather talk  
with someone who shares their same  
mannerisms!**  
*-Harvard Business Review*

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In a rush?

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More leisurely?

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If what you're doing ISN'T working,  
do something **DIFFERENT!**

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**EQUAL HOUSING  
OPPORTUNITY**



Commemorating 50 Years  
of the Fair Housing Act

## Mistake #2: Using Fair Housing as a Reason to NOT Customize the Sales Experience

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Equal doesn't mean "same"

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# What can you do?

- Don't ASSUME you know what the customer wants!
- Ask good questions, consistently
- Find out what is truly important to the customer
- Tailor the experience based on what the customer has told you
- Remember Fair Housing isn't Fear Housing!

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## Mistake #3: Not Being Prepared



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Customers go on 75% of the buying journey  
on their own **BEFORE** contacting a business

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# Mistake #3: Not Being Prepared

- Know what's going on in multifamily
  - Nationally
  - Regionally
  - Locally
  - LinkedIn, Social Media, business publications
  - Search these hashtags
    - #multifamily #propertymanagement

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# Mistake #3: Not Being Prepared

- What are the top five objections people raise about your community?
- Prepare your response(s) now for each of those objections so you're ready when the time comes
  - Teach these responses to new people

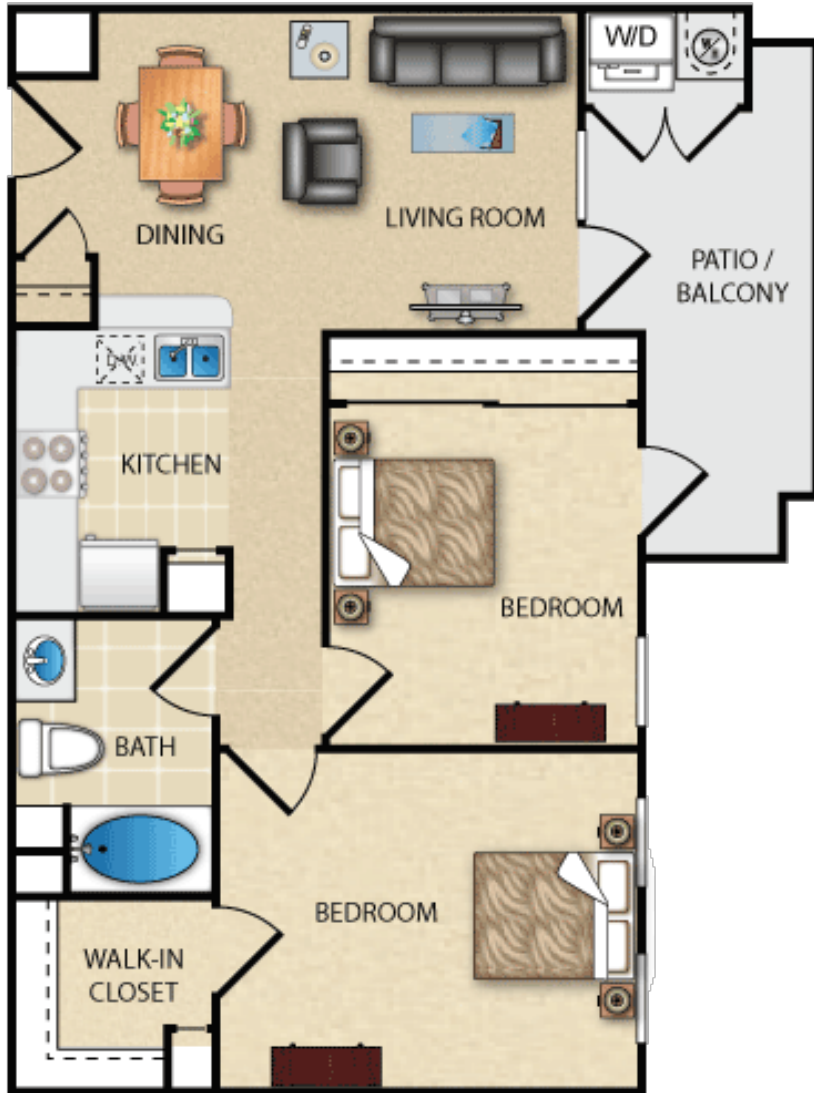
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A woman in a white business suit is sitting at a desk. She is holding a silver pen in her right hand and looking at a tablet computer. On the desk, there is a laptop, a notebook, and a pair of glasses. The background is slightly blurred, showing a potted plant and a window.

**Mistake #4:  
Not having or using a consistent  
follow-up strategy!**

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Only 40% of prospects finish  
the process in 30 days  
29% in 31-60 days  
12% in 61-90 days  
19% in 90+ days

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# Sample Follow-Up Schedule

## After the tour

WITHIN 24 HOURS:  
THANK YOU EMAIL

THANK YOU NOTE

WITHIN 72 HOURS:  
FOLLOW-THROUGH  
PHONE / EMAIL

## Move-in within 0 – 30 days

WEEKLY CONTACT

CREATE A SENSE OF URGENCY

PROVIDE UNIT / COMMUNITY UPDATES

“YES!”  
STILL INTERESTED

“NO.”  
WHERE DID YOU RENT & WHY?

## Move-in within 31 – 90 days

CONTACT EVERY OTHER WEEK

KEEP YOUR COMMUNITY FRONT AND CENTER

“YES!”  
STILL INTERESTED

“NO.”  
WHERE DID YOU RENT & WHY?

## Move-in 90+ days

MONTHLY CONTACT

“YES!”  
STILL INTERESTED

“NO.”  
WHERE DID YOU RENT & WHY?



## FOLLOW UP TIPS

---

- Block out specific times each day for follow-up
- Ask/Allow your team members to “cover” for you/each other when doing your follow-up
- Remind yourself/ everyone, ***“This is as important as taking someone on tour!”***

# Mistake #5: "Fortune Telling"



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*"We don't have a lot of families here,  
I'm sure they wouldn't like it!"*

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*"He is too corporate for our demographic."*

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**I don't think they can afford it.**

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*I'm sure they don't like  
the place*



**Don't give up  
before you get  
started!**

30% closing ratio  
means a 70%  
**rejection** ratio!



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Sales is a numbers game!

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**Get in the habit of asking for the sale...every time!**

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# Mistake #6: Majoring in the Minors

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The average employee spends five hours a week on his/her cell phone

Source: (Office Team)



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# Spend your time on...

- Following up
- Listening to phone calls
- Outreach marketing
- Researching your competitors
- Analyzing your performance
- Walking vacant units
- Asking current residents for referrals or ratings/reviews



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# RECAP

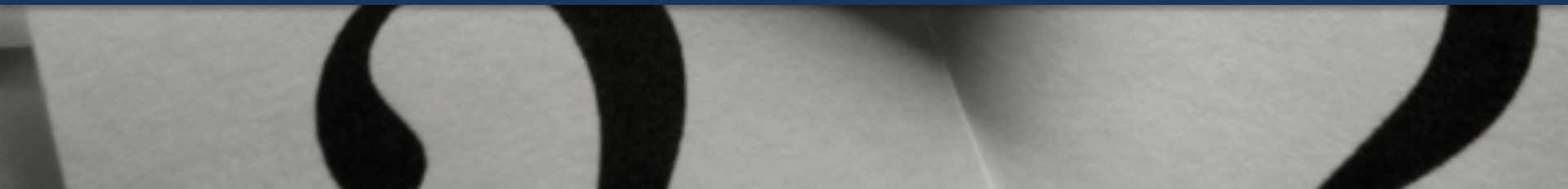
1. Not Speaking the Customer's Language
2. Using Fair Housing as a Reason NOT to Customize the Customer's Experience
3. Not Being Prepared
4. Not Having or Using a Consistent Follow-Up Strategy
5. Fortune Telling
6. Majoring in the Minors



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Questions?



# Upcoming Webinar

*Seven Power Words and Phrases  
Sales Professionals Need to  
Know!*

*Thursday, January 10, 2019  
1:00 PM – 1:30 PM CT*

Register at [www.epmsonline.com](http://www.epmsonline.com)



Presenter: Rommel Anacan

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