



# Welcome

## The Art of Follow-Up

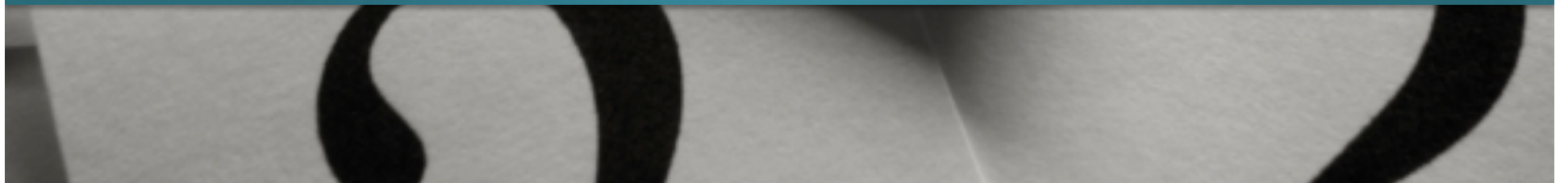


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Questions?



# TOPICS

The first *steps*

What is good *follow up?*

Winning phone *calls*

Final tips

TENACITY RESULTS  
IN SALES.



Thought #1  
What are the first steps?

Become a  
**RESOURCE**



# YOU ARE A SERVICE





FOLLOWING UP,  
INSTEAD OF GIVING UP, CREATES  
OPPORTUNITIES.

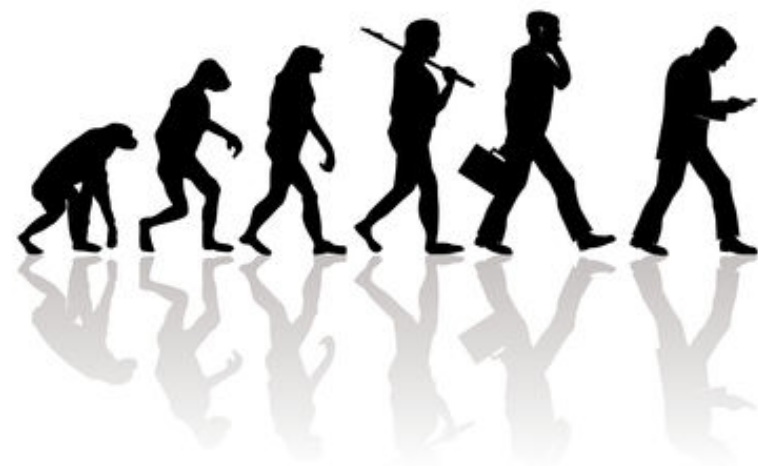
Thought #2

What is good email follow up?

IS EMAIL STILL REVELVANT?

**YES!**







“ NO ONE LIKES THE  
**JUST FOLLOWING UP** ”

#1

# GOOD FOLLOW UP

Provide background info

#2

# GOOD FOLLOW UP

Add value

#3

## **GOOD FOLLOW UP**

*Don't forget about the benefits*

#4

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## GOOD FOLLOW UP

*Share a call to action*

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#5

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# GOOD FOLLOW UP

*Create a smile*

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#6

## **GOOD FOLLOW UP**

Know when to follow up

#7

## **GOOD FOLLOW UP**

*Don't be passive aggressive*



Thought #3  
Winning Phone Calls



# BRIDGE

## PREVIOUS CONVERSATIONS





# Always smile

- Relaxed and receptive
- Warms up a cold customer
- Removes any anxious tones
- Makes you appear confident





EMPHASIS YOUR  
**UNIQUE VALUE**

# Thought #4

## Final Tips

FOCUS ON BUILDING  
**YOUR TRIBE**







nurture the  
**RELATIONSHIP**

# TAKEAWAYS

The first *steps*

What is good *follow up?*

Winning phone *calls*

Final tips

# SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
- Resident Surveys
- Apartment Mystery Shopping
- Reputation Management Strategy
- Training & Coaching

# Thank you! Want to learn more?

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# Upcoming Webinar

Powerful Telephone Techniques

*Thursday, Aug 11*

*1:00 PM – 1:30 PM CDT*

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