

Simple Sales Strategies

A leasing professional's sole purpose is to assist, support, and build lasting relationships with the residents they serve. This means assessing their wants and needs in a new home, investing in them on a personal level, keeping in regular contact throughout their lease term, and providing an overall exceptional living experience.

We tend to believe that if our customer service skills are strong, leasing apartments and retaining residents will be easy; While this has great merit, there are other skills needed to be truly successful in the multifamily industry, specifically sales experience. Even just practicing small sales techniques in your interactions with customers will make a big difference in their decision to lease with our community.

Here are some simple sales strategies to incorporate into your normal prospect interactions:



Ask Questions-

In your first interaction with a prospect, the amount of information you need to gather can feel extensive; What's your contact information; What size apartment are you looking for; When are you looking to move; etc. Because of this, people make the mistake of treating every interaction they have with prospects the same. The problem is, each situation isn't the same, in fact, every prospect comes with different wants, needs, and expectations. You should be asking additional, leading questions to properly sell a unit to a prospect; What brings you to the area; What are you looking for in a new home; What are things you don't like in a home; etc. Their answers to these questions are going to provide you with the framework to match what we offer to what they need, without throwing out generic selling points that may not appeal to them.

Simple Sales Strategies

CONTINUED



Be Specific-

As a leasing agent, you're an expert on your community; square footage, amenities, location, floor plans, etc. As you're explaining these details to people, you assume they understand each item as easily and deeply as you do, when in reality, it can leave the prospect overwhelmed and confused. A common example is explaining different floor plans to a prospect and comparing them directly to each other ie. Our Buckeye Floor Plan includes "this," and our Maple Floor Plan includes "this"--it's too much for the prospect to understand. Instead, take the answers they provided while you were asking questions, and apply them to one specific unit that fits their needs. If they end up not being sold, then give them the option of a different floor plan and focus specifically on that one.



Paint the Picture-

When a prospect calls to inquire about our apartments, their first question is usually, "How much do they cost?" If you answer their question directly, and it's "not what they can afford," there's no chance of redeeming the sale. It's important to build value first in order to justify the cost to the prospect. Maybe our price is only \$50 more each month than their budget, but included in that price is fully upgraded appliances, utilities, and cable--we would be potentially saving them money because those amenities would cost them more separately. The prospect doesn't know what you don't tell them, but if you just give a flat answer then they won't wait long enough to hear how it benefits them. Describe everything you can; finishes, carpeting/wood flooring, natural light, private balconies, spacious closets, etc.

Simple Sales Strategies

CONTINUED



Be Confident-

Residents want to live somewhere where they know if they ever run into an issue, the office is ready and capable of handling it. Remember, you're the expert of your community, and the prospect is looking to you for guidance.



Show Urgency-

Sometimes getting a prospect to apply can take much longer than we hoped. By expressing urgency, either through availability or move-in specials, you can combat the waiting period. Humans naturally want what they can't have, and the same is true when looking for an apartment. If they are in love with the apartment you've been selling to them and know that it's in high demand, they won't want to wait to apply for fear of losing it. Plus, being in high-demand adds value in the mind of a prospect. Move-In specials are also really effective in encouraging a prospect to apply sooner rather than later so they don't miss out on the deal!



Listen and Apply-

As you're learning more about the prospect, they may tell you things that apply to a selling point of the property. For example, if you asked the prospect what brought them to the area and they said, "work," you should follow up with questions about their job such as, "Where do you work/What do you do," or "Where is your new job located." Depending on their answer, you can remind them that your property is conveniently located to public transit systems and all major highways. Everything the prospect says you should be mentally noting and using to sell an aspect of the community.

Simple Sales Strategies

CONTINUED



Tag Team-

When you're working with a prospect and trying to get them to apply, sometimes it's nice to have a little help from a teammate. This tends to happen pretty organically, and isn't supposed to feel sales-y. Say you're sitting with a prospect and your teammate walks by, feel free to flag them down and introduce them. You can say something like, "This is [name] and she is interested in a one bedroom with us. We just got done touring Apartment [#] and she really liked it!" To the prospect you can say, "This is one of our other Leasing Specialists, Jenny who's been with us for 5 years and is happy to answer any questions you may have if I'm not around." Another example is if you're out touring units and you see a maintenance worker outside, introduce them to the prospect ie, "This is Mike our Maintenance Supervisor! He's been with us for 2 years and you may see him around the community filling service requests." What this does is makes the prospect feel special and gives them an inside look at what living at the community will be like, giving them the confidence to go ahead and apply. You can also return the favor if one of your teammates is with a prospect by going and introducing yourself.



Close/Provide a Clear Path of Next Steps-

It's unlikely that during your first conversation with a prospect, they will immediately apply for a lease. Usually they'll want to tour a unit, confer with their loved ones, and compare you with their other options before finally making a decision. Still, you should always be looking to close the deal. Provide urgency for why they shouldn't wait to apply, and give information on move-in specials. Don't be too pushy, and if they're not ready start the process, explain in detail what the next steps of the process look like; schedule a tour, show them where and how to apply, revisit your availability, and follow up with them via phone within the next few days to touch base.

Please reach out to the marketing department with any questions you might have!