



Date: 01/01/01

PHONE CARD

Name: Mickey Mouse
 Address: 123 Disney Lane
 Telephone: (H) 813-555-5500 (W) 813-555-1100
 Type of rental home desired: _____
 How many will live in home: 2 people
 Price Range (optional) \$750-900
 Date needed: 2/01/01
 Pets: yes, a dog named Pluto
 Why Moving: new in town, job transfer
 Comments: looking for quiet neighborhood
Located near shopping and restaurants
 How did you hear about us?
 Referral
 Newspaper
 For Rent
 Yellow Pages
 Other _____
 Flyer/Brochure
 Locator Service
 Appointment scheduled: 1/03/01

PHONE TECHNIQUES

When your phone rings be ready to focus on the task at hand. Make sure you are ready to answer the questions of the prospect. Your Phone Card (Form 1a) should be used as a tool. Try not to read the Phone Card word for word. Look at it as a guide to help you touch on some of the important subjects.

Listen to the prospect. Understand their needs and adjust your conversation around their needs. If they are not clear, then ask questions designed to help discover what is most important to them. Get their full name. It's hard to connect with someone and discover their needs without first getting to know their name.

Sample Questions:

1. "May I ask your name please?"
2. "And your name is?"
3. "I apologize. What did you say your name was?"
4. "Sir or madam, your name is?"
5. "When are you looking to move?"
6. "What size home are you looking for?"
7. "Are you new to the area?"

Try and only get the information you need right then and there. You can get all the other details once the prospect commits to an appointment to see your rental unit.

Be clear that the prospect knows how to find your rental unit. Always be ready to provide clear directions. Also explain to the prospect how they will benefit from setting an appointment with you to see the rental unit.

Sample Explanations:

1. "We will be able to a one on one conversation with no interruptions."
2. "You will be able to better plan your day knowing exactly how long it will take to see the rental unit. Making an appointment means I will be available and ready to show the unit so you won't have to wait!"