

Patty Morgan-Seager Marketing Program

March 2015 “Keep Calm and Sell More” Seminar

- Positivity is a choice. “I am amazing!” “I can do anything!” “I celebrate my individuality.” “I am prepared to succeed.” Who are the top 5 people you hang out with, spend the most time with? Are they enhancing you as a person or taking away? We become most like the top 5 people we hang out with. “I wonder if that person thinks they should spend less time or more time with me.” Drop the whiners. “Be a fountain, not a drain.” Some people are “energy drainers.” Happiness flows from the top.
- Apartment decisions – it is rarely about price or product, it is about people. Everyone is doing the same thing and saying the same thing. They deliver the same message.
- Curb appeal’s Top decision makers: Appearance and Condition of Building Exterior: Appearance and Condition of Grounds and Landscaping.
- People Expect Exceptional Service. People drive thru our properties – they are car profiling.
- Walk People to the Door. “Fond Farewells” Most people are hesitant to do something they feel is uncomfortable. Make a connection with those who call or visit. Build rapport and recognize clues. Excitement about them. Listen with Presence
- 74% of phone appointments commit to leases.
- What is your title? You are a marketing or leasing or sales SPECIALIST.
- PPP: Purpose – what is going to happen; what we’re going to do. Process – here’s how we are going to do this. Payoff
- Your desk is a barrier. Get to know them.
- Don’t say “Included in your rent.” Say “included in your apartment home.”
- Sales are 85% EMOTION.
- Resolving Objections.
- Show actual apartment first and then the model. Ask for a second visit. Please come back. Ask everyone every time to lease at your community.
- Stay connected. Follow up. Send Thank You notes. “Thank you. Do you mind if I stay in touch?” Handwritten thank you notes.

May 2015 On-Site Visits from Patty –

- This will be a Train-The-Trainer Program
- Emphasize all aspects of “Keep Calm and Sell More” program on February 27, 2015
- Focus will be on Property Managers, Marketing Mangers, and Regional Mangers They are expected to reinforce “Keep Calm and Sell More” aspects, observe sites and personnel for adherence, provide guidance and training
- This core group is expected to provide initial training to new employees, and continual training of these “Sell More” principles to all those who report to them

Goals

- Make sure that the Regional Manager, Property Manager, and Property Manager understand their Roles and Responsibilities for Curb Appeal, Office Appearance, Model Appearance, and “Selling More” principles
- Develop actual routines for trainers/supervisors to follow such as walking the site, touring the model, evaluating curb appeal, observing and listening to phone calls and tours.
- Develop actual “Scripts” for phone calls and tours – verbal and physical – steps one, two, three, etc.
- Develop actual Role Playing scripts and scenarios – Calls, Tours, Overcoming Objections, Follow Up
- Practice these Role Playing scripts and scenarios

June 2015 Written Follow-Up from on-site visits/ observations and suggestions.

September 2015 Follow Up Call with Site:

Progress reports on Huddles, Shadowing, PPP and other secret weapons.

October 2015 2nd Follow Up Call with Site:

1. How are your huddles going?
2. Do you feel as if your huddles have been beneficial?
3. Tell me one great idea you have implemented as a result of your huddles.
4. Have you been incorporating shadowing each team player?
5. Do you feel as if shadowing has been beneficial? Please explain.
6. Be very specific about something you observed shadowing a team player that you have incorporated in your own presentation.

November 2015 1st Webinar - The Telephone, Are You Sending Busy Signals or Leasing Signals?

In this interactive refresher workshop Patty discussed: establishing trust with a future resident by building rapport and using powerful questioning skills on the telephone. It also covered importance of building value, creating urgency on the telephone and tips on how effectively set more invitations to visit. It was designed to increase your ability to be more comfortable on the telephone and achieve a higher phone to visit ratio.

In addition there was a discussion of the *top 2 objections* you hear/get when you are attempting to make a specific appointment with a future resident.

December 2015 2nd Webinar - External Outreach & Top of the Market Marketing

External Outreach

- Pick your very best people
- Go in pairs
- Put it on the schedule – 3rd Tuesday
- Write up a specific game plan

Preferred Employers

- Refresh your program
- Have the residents take stuff to their place of employment
- Make residents our ambassadors – deliver flyers, post flyers, deliver goodies with our name on it

Resident Ambassadors

- Make a referral tool kit for those resident-ambassadors
- Ask them for their ideas
- They send an edible arrangement to a new resident the week of their move-in. Other employees see and hear about what their new apartment community did for them.

January 2016 3rd Webinar – Overcoming Lack of Traffic and Highest Rents in the Market

Interactive discussion focused on how to change the “traffic is slow” paradigm from an accepted reality into a motivational driver for generating traffic. Secondly, she discussed how to approach the “glass ceiling” mentality, suggesting ways to lease when rents are at the top of the market.