

## Powerful Telephone Techniques

# "Cue Card"

### Essential Qualifying Questions

**BE SURE  
THAT YOU:**

**GREETING:**

**WHO?**

**WHEN?**

**WHAT?**

**HOW**

**MUCH?**

**WHERE?**

**WHY?**

**PHONE #?**

**ADDRESS:**

**SET  
APPOINTMENT:**

**DON'T  
FORGET!**

1. **Smile** - The caller will "hear" it!
  - Answer - By the third ring
  - Tone of voice - Warm & friendly
2. "Thank you for calling Sunshine Apartments"  
"I want to find the apartment that is perfect for you,  
do you mind if I ask you a few questions?"
3. "My name is \_\_\_\_\_ And you are \_\_\_\_\_ ?  
Use prospect's name!
  - "Is the apartment just for yourself?"
  - "Will you be bringing any pets?"
4. "When are you planning to move?"
5. "Take a moment and describe the type  
of apartment you are looking for."
  - "How many bedrooms . . . How many  
bathrooms?"
  - "Do you have any special needs or  
preferences?"
6. "What price range are you budgeting for?"
7. "Do you work nearby?"
  - "Where are you moving from?"
  - "Where did you find our telephone number?"
8. "Do you mind if I ask why you are  
considering a move right now?"
9. "Please give me your phone number in case  
something comes up."
10. "Let me get your address so I can mail you  
my card and we can keep in touch."
  - "What email address do you check most?"
11. "When do you think you might come by for  
a visit? I want to make sure I'm here so I  
can personally assist you."
12. Describe Amenities  
Create a Sense of Urgency  
Give Specific Directions  
Verify the Appointment Time

*Thank the Prospect for Calling!*



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## 6 Steps to Make Each Telephone Call a Success!

1. **Stop...** what you are doing!
2. **Answer** by the third ring.
3. **Smile!** – The Caller will "hear" it!
4. **Enthusiastic Greeting** – The caller's first impression comes from your initial greeting.
5. **Warm and Friendly Sound** – Your positive attitude produces a friendly sound.
6. **Be Prepared!** – Have all your telephone leasing tools ready!

*Compliments of . . .*



***Providing an Array of Marketing and Consulting Services to the Apartment Industry***

- |  |  |
|--|--|
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