

## The 5 Step Process for Tailoring the Tour and Close

### Establish Rapport

- You have 30 seconds to make a first and lasting impression
- Stop what you are doing to talk to your customer, smile and **introduce yourself**.

### Identify Needs

- The personal touch is most important. The first is to find out if the customer wants to live at your community.
- Questions:
  - Is the apartment home just for yourself?
  - What size apartment would you like?
  - When will you need to move into your new apartment?
  - Do you have a preference as to where your apartment is located in our community?
  - Why are you deciding to move?
  - How did you hear about us?
  - Is there anything specific that you are looking for in your new home?

### Provide Solutions

- As you uncover a need, you have the opportunity to provide a solution
- Create Value!
  - Features + Benefits = Value
    - Feature – fact, product or service
    - Benefit – what the product or service will do for your customer
  - Don't ramble through the laundry list of amenities. Instead, reference their needs and provide solutions that you have available.

### Close with a Summary

- Closing is a process, not an event.
- You can ask your customer to lease when they are ready
  - When they begin asking about deposits and fees or about the application process
  - When the customer begins to make comments that place them in the apartment
  - When you overcome an objection and gain their agreement
  - When the customer chooses a location based on the options you offered
- **MAKE SURE YOU ASK** if they want to lease at your property. Be confident, clear and direct.
  - Ask them to complete an application to leave a deposit. Then remain quiet to allow them to respond.

### Follow up

- Regardless of the outcome, a follow-up is needed
- A call is a great way to express that you want to help them.
  - Even if you cannot meet their needs, they will talk positively about you
  - Invite them to visit again
  - Do not take the customer's decision personally
- Or you can send a thank you note.
  - Handwrite and mail thank you cards the same day they visit. Include personalized solutions for them and write about items they liked. Include your business card and newsletter.