

Close 'em!

Closing Techniques
the Pros Use



“Do not leave undone what is in
your power to do.”

The Apartment Guy
Professional Seminars Property Marketing

A B C

Closing your leasing prospects

What does the phrase “always follow your A B C’s” mean?

The Process of Closing

- Ask _____ .
- Develop _____ .
- Watch for _____ .
- Act on _____ .
- Resolve _____ or concerns.
- Ask for the _____ .
- _____ the sale.



CLOSING SCENARIO 1

Listen for the key points that make this close successful

What went right in this first sample close?

1. _____
2. _____
3. _____

Sales and Trust

90% of Americans do not associate the word “trust” with the words “business” or “sale”!

According to Gallup, Nov. 2003

Top **5** reasons people won't buy from you:

- 1.** Lack of Trust
- 2.** _____
- 3.** _____
- 4.** _____
- 5.** _____

What are the two key components we need to overcome these?

- 1.** _____
- 2.** _____



CLOSING SCENARIO 2

Listen for the key points that makes this scenario *less* successful than it could have been

Buying Signals

What is a “buying signal”?

In a typical property tour, you hear all sorts of buying signals – like “wow, my sofa would look great here.” “All my clothes would fit” “How much is the deposit?” “What about pets?” “I love to sit outside, this patio would be terrific for reading”.

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Closing

What is "closing"?

Closing gains customer _____.



CLOSING SCENARIO 3

At least five elements combine to make this close a disaster. What are they?

The Five Steps of a SALE

- Rapport _____%
- Determine Needs _____%
- Tour _____%
- Close _____%
- Paperwork _____%

We should be spending at least _____% of our time on building _____.

Without _____, you will be unable to sign a _____.

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Remember – you don't know your prospect until you have asked them questions and started to build rapport. Once you have done this, you can move on to the second step in the closing process, develop rapport.



**If you don't complete a quest card,
you aren't doing your job.**

Questions Lead You to Rapport

By asking good questions, you should uncover certain customer needs. A need is something a prospect wants or desires that can be satisfied by your community. Key phrases that indicate what a prospect "needs" are those that begin with words like:

- ***Need***
- ***Like***
- ***Looking For***
- ***Want***
- ***Interested In***
- ***Wish***

Customer _____ should be the focal point of any sales pitch.

The goal is to **GET TO KNOW** your prospect. Don't be afraid to do this, it is the only way you will find out how to sell to them.

Getting Your Prospects Involved

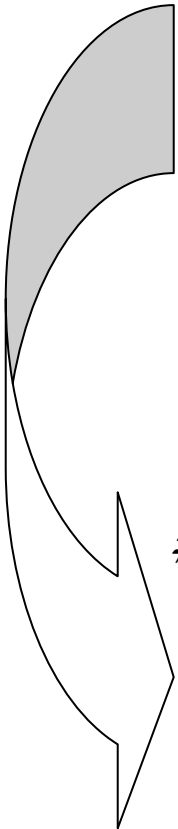
Why should you involve your prospects in the tour?



What do you **now** to get your prospects involved?

Here are at least 8 other tools you can use to involve your prospects:

1. _____
2. _____
3. A leasing book (details at bottom of the page)
4. _____
5. _____
6. _____
7. _____
8. _____



3 - *Essential Elements of a good leasing book:*

- Copy of all advertisements
- Pricing and availability (unit status)
- Floor plans of all units
- Resident Qualification Criteria
- Occupancy Standards
- 8 ½ X 11 copy of Fair Housing poster from www.hud.gov
- ity and School Information
- nfo on all comps with brochures
- Great Photographs
- Special moving information *
- ...anything else useful!

* Such as size limits for moving vans, elevator or stair well dimensions, etc.

!! A challenge — go back to your community and walk your model apartment or a typical vacant unit. You should be able to find two features in each room that a typical prospect will not notice! Don't point out the obvious.

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When to Stop Talking

Silence can be tough for any leasing professional, but it is important so that you can “read” your prospects. Plus if you’re talking, you’re not listening! Keep in mind the following points.

- Don’t overwhelm them or provide too much information
- Find out what makes them tick
- Let them work out objections themselves
- Silence can be golden
- **TALK** less, **LISTEN** more!



Silence also lessens pressure and tension! Don’t be afraid to let your community and model apartment home do the talking for you.

Trial Closes – Test the Waters

Get agreement along the way with mini or trial closes. This sets you up to get an affirmative response to your main close at the end.

What is a trial close? _____

Examples: Isn’t this perfect for you? Does this meet your needs? Won’t this be nice? Isn’t this what you were looking for? Can you see the benefits of having...? Isn’t it about time you indulged in...? Do you think this works?

Objections VS. Conditions

What is an **objection**? _____

What is a **condition**? _____

Knowing the difference can help you respond the right way. Sometimes a “condition” is the same as a need – for instance if someone HAS to have a washer/dryer. This is a condition and a need. If you do not have washers/dryers or cannot rent him one – you may not be able to meet this prospect’s **CONDITION**.

Overcoming Objections

Remember that MOST objections are not vital, “can’t live without it” items. Most objections, therefore, are not conditions. An objection is a good thing! This means the prospect is interested in buying, but...

It is your job to get the **BUT** out of the way.

Triple A will help you with overcoming objections.

- **A** _____
- **A** _____
- **A** _____

Always remember - If they are asking a question or offering an objection, they are interested.

Types of Objections

Common objection = how you get past it

Price. Customer doesn’t see the value = Quote it with confidence. Create value in the customers mind.

Preference. An objection unique to the individual = You have to know your customer through rapport building and good questions!

Procrastination. Delaying the decision = Don’t let them delay it, they are using a “stall” on you!

Remember that what someone says to you may not always be exactly what they mean. Objections can be personal, subliminal and hard to understand.

Most objections can be overcome! Work them out with your prospect or they will prevent you from leasing.



GROUP ACTIVITY:

OVERCOMING OBJECTIONS



You will each receive a handout with two common objections that occur at your community. With your group, read through the two objections. Identify the main, underlying issue that is preventing you from closing the prospect. Keep in mind what they actually say may not be exactly what they mean. Next, come up with two ways to overcome the objection and move forward in your presentation. Keep in mind that you have to **ACKNOWLEDGE, ANSWER** and **ASK** to get past the **BUT!**

Stalls

A stall is merely a way to delay a decision. There are things you can say to get past the three most common stalls:

You hear:

🗨️ “I’d like to think about it.”

You hear:

🗨️ “We’re just looking.”

You hear:

🗨️ “We’ll get back to you.”

You answer:

🗨️ “What did you need to think about?”

🗨️ “Oh, I thought we had covered everything. Did you have additional questions?”

You answer:

🗨️ “Where else have you looked, or will you be looking?”

🗨️ “Great! We can save you the time, look no further!”

You answer:

🗨️ “When do you think you will make your decision?”

Hidden Objections

A hidden objection is something a prospect doesn't say that keeps them from leasing. Something they have not brought up or asked about. You have to get them out in the open in order to deal with them.

- It just means the prospect hasn't been SOLD yet
- Perhaps you have not met their needs, or they have a **hidden objection** you have not yet uncovered

Dealing with Objections

Don't:

- Minimize the Issue
- Prescribe a Solution
- Be Fake
- Let it Blow Your Confidence

Do:

- Empathize, put yourself in their shoes
- Repeat the objection, to be sure you understand
- Work around the objection
- Remain in control

Key Points

- _____ and be prepared.
- _____ for objections.
- _____ the objection.
- _____ - don't just dismiss.
- Don't _____ - no matter what.
- _____ by offering a solution.
- _____ that the customer agrees the objection has been overcome.



Fear of Closing



Why don't we close?

- Fear of _____.
- Lack of _____ in the product.
- _____ or procrastination.
- Not enough _____.
- Fear of being _____.
- No _____ for objections.

Can you think of other reasons why you may not always close, or you avoid it?

How can you tackle these fears?

- _____ in your product.
- _____ yourself on your community.
- Don't be _____ during a tour. Think of every prospect as potential money in your pocket – just be sure to ask for it!
- Be _____. You are good at what you do and you can lease to anyone!
- Be in _____ control, but don't be pushy! Keep in mind what the prospect is there to do – find an apartment – and you are there to lease them one.
- Be _____ about your community, management company, neighborhood and city, and you will be able to overcome any reasonable objection. (Use your new leasing book to help you out!)

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Remove the Pressure

Always work to be firm and keep your goal in mind – to close the deal and get a lease. But be mindful of applying undo pressure. Instead of pressuring a prospect into doing something they aren't ready for, prime your prospect by:

- Meeting their _____ first.
- Explain how your _____ meet those needs
- Explain how easy the _____ is to get what they want.
- Let the _____ come to the right conclusion, signing a lease.

Types of Closes – Pick Your Style!

Keep in mind that these are sample types of closes. Find one that works well for you and be sure to be flexible – the same type of close won't work in every situation. Have confidence and ask for the sale in your own way.

- **Summary or Wrap it Up!** – “Apartment 1811 will be perfect. It has the east exposure on the 1st floor with the close proximity to parking, just as you requested. All I need is a check and your completed application and it's yours!”
- **Application** – “Let's go back to the office and get started on your application. You can write a check for your deposit to hold that apartment for you! OR “Here you go, the application takes just a couple of minutes. We have some fresh muffins in the club room – would you like a bottle of water and a muffin?”
- **Counselor** – “I know that choosing your new home is a big decision. I think you will find that the maintenance-free lifestyle, our community's attention to detail and service, plus our convenient location to your new office will really work for you.”
- **Feel, Felt, Found** - “I know exactly how you feel. It can be stressful finding a new place to live. I felt the same way, but I found that once I made the decision to go ahead and reserve my apartment, I was relieved and I concentrated on other things.”

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- **Urgency** – “This is the only one bedroom I have left on the lake with a fireplace. You said it was perfect for you, I’d hate for someone else to get this one. But putting down your deposit will keep everyone else’s hands off!”
- **24-Hour Hold** – “I know you’d like to bring your husband back to look at the apartment home. I’d hate for you to miss out, so I’ll pencil you in for 24 hours so you’ll have an opportunity to bring your husband in. What time tomorrow works for you, 2:30 or 5:00?”
- **Alternate Choice** – “I just know one of these is perfect for you. Which one do you think you want, the two bedroom in the front by the lake or the one in back next to the covered parking space you needed?”
- **Make it theirs** – “So let’s picture your furniture here. What size couch do you have, do you think it would fit on this main wall? What about the fireplace, how do you think you would arrange your furniture around it?”
- **Let’s do it!** – “Well, you said this one bedroom is perfect for you. It has all the features you were needing – like that microwave and the washer/dryer connections. Looks like we found your new home! Let’s get rolling on that application at the office.”
- **If I could, would you?** – “If I could get that apartment ready for you by the 18th, when you said you wanted to move, and get you new carpeting as well, would you lease that apartment?”
- What are some other closes you can use? _____

- What is a close that has worked for you? _____

Be on the lookout for others! Listen to your co-workers and fellow salespeople! Notice great sales pitches when you are out shopping or eating in a restaurant and adapt those to your sales situation.

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GROUP ACTIVITY:

CLOSING SCENARIOS



Each group will receive a handout with a common scenario – a situation where the prospect is hard to close for one reason or another. With your group, read the scenario aloud and determine what might be getting in the way of your attempts to close. Then review the common closes on pages 14 and 15 in your handout and choose at least **TWO** that would work well with your scenario, and **ONE** that would totally backfire. Also – think about other tools and resources you have at your disposal that may help you close the sale now. Don't put off what you could do right now! Each group should **choose one person to present the scenario aloud** to the entire class.

Phone Closes – Turn Phone Calls into Walk-Ins

A missed selling opportunity most often occurs on the telephone in the typical leasing office. Remember that this is not just a question/answer session or a diversion from office chores – but a **selling opportunity** – this is crucial to making phone prospects turn into live traffic. You have to get the prospect to commit to you – by using mini, or “trial” closes, along the way.



You want to ask multiple

during the phone call.

A successful call ends with an appointment made and complete contact information received.

The **6 C's** in Closing

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

C C

C C

C C

Putting It All Together

Most objections can be overcome! Most prospects can be closed!

If you keep your eye on the prize and remember your fundamentals, you can close most prospects. It takes asking questions, getting to know your prospects by developing rapport, involving your prospects in an active tour, using trial closes to test the waters, overcoming individual objections with knowledge and confidence, remove pressure from the scenario and use an appropriate close! Simple!

Always ask for the sale – that is your goal!



Need more? Feel free to contact me:

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