

ESSENTIAL ELEMENTS

Sales Preparation & Process

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Before the Call - Plan for Success:

- *Have company's features and benefits list handy*
- *Have a place to take notes; CRM, notepad etc.*
- *Check your tone - be pleasant*

Call Arrives

Pro Tip

Have a glass of water handy and know how to mute phone in case of sneezing, coughing, etc.

1

Make a Great First Impression! Start With The Proper Greeting:

- *Use the Company's full name*
- *State your own name*
- *Ask for the owner's name*
- *Best number in case we get disconnected*

Pro Tip

While on the phone, have a mirror so that your smile will shine through the call

2

Ask Open Ended Questions:

- *Thank and Ask "Thanks for calling, how can I help you today"*
- *Ask qualifying questions to learn the owners needs*
 - » *"Is this home being managed currently as a Vacation Rental?"*
 - » *"Do you already own this home?"*

3

Engage in Conversation:

- *Use the owners name conversationally, but discreetly throughout the call.*
- *Ask them to tell you about their rental property*
- *Ask them what they wish was better about their current management.*
- *What got them interested in renting their home.*
- *Use the information provided to build rapport*
- *Sell the PM/Solution to needs/pain points - more on this in Overcoming Objections*

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4 Give Tailored Recommendations:

- Use information provided to make recommendations tailored to the owners specific needs. Challenger method - lead them to your service.
- Exhibit a genuine sense of interest and concern for the owner's satisfaction.
- Lead the conversation and try to understand needs.

5 Maintain a Positive Tone

- Your biggest asset over the phone is your TONE!
- Use a polite pace that's appropriate, clear, calm and easily understood by the caller.
- Drive the entire call with confidence and pride

Pro Tip

Always Maintain an enthusiastic, yet gracious tone.

6 Ask for the Next Step in the Sales Process or for Mngmt Agreement

- Ask for Next Call of Action - Your companies process
 - » "Let's schedule a follow up call to review the income projection"
- Ask for the sale.
 - » "If we can come to a satisfactory agreement, would you allow us/PM company to manage your property?" - Trial Close
 - » Address any objection
- Ask which factors play a role in their decision, sometimes it's spouse or other owners.
- Attempt to overcome objections with alternative options.

Pro Tip

Give your prospect option of 2 yes'es and guide them to appointment time for follow up.

7 Finish Strong; Stick the Landing

- Politely close with sincere appreciation
- If the next action step is not scheduled, offer a follow-up call or email.
- Finish your notes, don't step away. Get every bit of info down while it's fresh in your mind
- Follow through with an email to the owner right away thanking them for their time and provide more info to review before your next call.