**TELEPHONE DIALOGUE SCRIPT**

##### *Smile!*

{Ring, ring – answer on 2nd ring}

**Agent: “It’s a great day at , what information can I get for you today?”**

Prospect: I’m calling to find out about the price of your 2-bedroom apartments

**Agent: Absolutely, happy to help with that. Our two-bedroom apartments begin at……. And if I may, let me tell you what is included in that ok?**

* **Feature**
* **Feature**
* **Feature**

**Are you looking for an apartment for yourself or someone else?”**

Prospect: I’m looking for…..

**Agent: “Would there be any children or pets living here?” (mention you are a pet friendly**

**building etc… if that should change)**

Prospect: I have…..

Qualify the Prospect

**Agent: “What is important to you in a new apartment?”**

Prospect: I’m hoping to find a place with…..

**Agent: We certainly have apartment homes that I think will fit nicely with what you’re**

**looking for. “How soon do you need your new apartment?”**

Prospect: I need to move in by about….

**Agent: “Why is that date important to you?”**

Prospect: Well, because…..

**Agent: “What is your most pressing reason for moving right now?”**

Prospect: The place I am in right now is….

Create Urgency

**Agent: “Would you mind if I put you on hold for a few seconds while I check the**

**availability?”**

Prospect: {Gives OK}

**Agent: “Based on what you’re telling me, I think I have the perfect home for you.**

**Your opportunity to sell the apartment/community**.

**I’m excited to show it to you, it sounds like exactly what you’re looking for. I would love to show you a few options and the many features our community offers… would it be convenient for you to come over at \_\_\_\_\_\_\_ or would you prefer to come over RIGHT NOW?**

Prospect: Sure… I can be there at \_\_\_\_\_\_\_\_

**Agent: That sounds great. May name is \_\_\_\_\_\_, can I get your name as well so I can put you in my calendar for \_\_\_\_\_\_\_\_\_\_.**

Prospect: My name is \_\_\_\_\_\_\_\_\_

**Agent: Wonderful. (Prospect’s name) I’m looking forward to meeting you at (time). In case I’m running a few minutes late with another client, is there a number I can reach you at to let you know?”**

Prospect: My number is \_\_\_\_\_

**Agent: “May I give you directions on how to locate the building?”** (If prospect answers "yes" or says they are coming over NOW ask)**, "Where will you be coming from?"**

Prospect: \_\_\_\_

**Agent: “By the way, can I ask how you learned about us? [ ] Online: source \_\_\_\_\_\_\_\_\_\_\_**

**[ ] Sign [ ] Apartment Guide [ ] Resident Referral [ ] Newspaper**

**[ ] Other ­­­­­­­­­­**

Prospect: I saw……\_\_\_\_\_\_\_\_

**Agent: “Just so I can best be prepared for our time together, is there any other information I can gather for you before you arrive?”**

Prospect: Do you know about…..\_\_\_\_\_\_\_

**Agent: “It was lovely speaking with you (name), I am so glad that you called and I’m looking forward to seeing you at** (repeat day and time)**.”**

Prospect: Great and thank you.

**Agent: “Thanks for calling. Bye for now.”**