

OVERCOMING OBJECTIONS



Danielle Walker,
Ellis, Partners in
Management Solutions

Prospective residents often identify certain concerns they have about a property or unit during their tour of a property. If this happens to you, don't be discouraged. Instead, use this as an opportunity to showcase the apartment's strengths and to overcome these objections. During this course, you will be provided with tips on how to handle these

issues. Some tips that will be discussed include the following:

- Give prospective residents your undivided attention and ask questions about their needs. Building a stronger relationship establishes credibility and sincerity.
- Avoid getting defensive. Listen carefully to any reservations they have and overcome their concerns with an open and honest discussion.
- Take a moment to summarize their issues, provide feedback, and suggest a solution to the problem.
- Never pressure anyone to sign a lease. Allow them the space to

make their own decision, keep the line of communication open, and be responsive now and in the future.

These helpful tips and much more will be explored during this class. Learn how to turn objections into opportunities and ultimately improve your sales techniques.

As the Director of Sales and Marketing for Ellis Partners, Danielle Walker brings extensive experience in both education and the multifamily housing industry. She has worked in various roles, from on-site development to managing instructional development and quality improvement programs.

One Hundred Years of Dependable Service and Customer Satisfaction.



Family owned and operated since 1914, Manhattan Welding has been providing a 100 years of dependable service and customer satisfaction. Whether your needs are large or small, Manhattan Welding is committed to delivering the highest degree of personalized service, with a full range of boiler, burner, mechanical contracting, mobile boiler rooms, and energy management services from design to installation, maintenance and repair.



MANHATTAN WELDING
1434 Chestnut Avenue
Hillside, New Jersey 07205
Phone: 800.834.WELD
908.687.4494
Fax: 908.688.6684
www.manhattanwelding.com