

# OVERCOMING OBJECTIONS



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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.*

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