

Your Company Logo Here

High Performance Leasing



Facilitator's Guide



INTRODUCTION

OVERVIEW

High Performance Leasing: High Performance Leasing challenges traditional "selling" models and techniques. HPL is about filling needs, satisfying wants, and resolving problems. It's an "Integrity" approach that will help you achieve your leasing goals through understanding your prospect and adapting your "selling" strategies to meet the prospect's needs.

High Performance Leasing simply means bringing integrity-driven performance to the leasing process. In High Performance Leasing, participants are trained with a complete process. The process is a six-step system that includes: (1) greeting and gaining rapport, (2) interviewing to identify needs, (3) demonstration and validation (4) negotiating objections, (5) closing with confidence, and (6) following up to success.

FORMAT

Recommended Audience: All Leasing or Sales Consultants,
Assistant Managers, Property
Managers, District Managers

Time Frame: With in first 30 days of employment

Length of Course: 6 – 8 Hours

ELEMENTS & MATERIALS

The course elements are designed to be used together. This combination enables participants to get the most out of this course and to reach the stated objectives.

PACKET CONTENTS

- Facilitator's Guide
- Post Course Assessment
- Participants' Workbook Master
- Handout Masters
 1. Actions Ideas
 2. Behavioral Styles Evaluation
 3. Competition Questionnaire
 4. Safety Tips
 5. Features and Benefits Worksheet for Property
 6. Features and Benefits Worksheet for Floor plan
 7. Standard Furniture Sizes
- Power Point Presentation
- Course Evaluation

INSTRUCTOR SUPPLIES

- Prizes
- Digital Projector
- CD Player for Music
- Video Recorder (optional)

STEP BY STEP OUTLINE

1. Determine your audience. Are they new hires, or is this a refresher course? Have they completed the online HPL course on e-University?
2. The Facilitator's Guide is organized according to the general discussion topics.
3. Pay attention to time cues, but be flexible in your discussion of each section.
4. Under the "Materials" heading, facilitator prompted exercises and activities are denoted by **PROMPTS** – Action verbs in all capital letters. Some examples are **TELL, DISCUSS, SHOW**, and **INSTRUCT**.
5. The symbols below are used throughout the Facilitator's Guide to show at a glance when it is necessary to use an instructional medium.



Workbook



Flipchart



PowerPoint



Activity



Handout



Break

Agenda

 5 Minutes

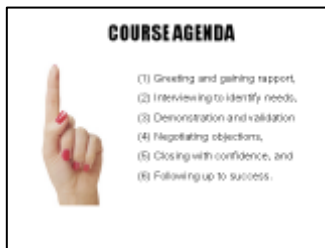


DISPLAY
Course Agenda



SAY
Welcome to High Performance Leasing. High Performance Leasing simply means bringing integrity-driven performance to the leasing process. We going to discuss and practice a complete six-step system that includes:

- (1) Greeting and gaining rapport,
- (2) Interviewing to identify needs,
- (3) Demonstration and validation
- (4) Negotiating objections,
- (5) Closing with confidence, and
- (6) Following up to success.



REVIEW
Review the course agenda and allow for questions from the group. Ask if there are any additional expectations from the course before you move forward.

Course Purpose & Objectives

 5 Minutes



Introduce yourself and welcome the class to **High Performance Leasing**. Give a short introduction of the course to help create the buy-in.

Review any housekeeping concerns.



DISPLAY

Display and review the course Purpose and Objectives.

Ice-Breaker/ Self Assessment

 15 MINUTES



PREPERATION

Label on Your Forehead

This exercise will help the participants get to know each other while also making a point about the importance of flexing communication styles.

Group size: any

Time: 5 to 10 minutes

Supplies: Stick-On Labels, Markers,

Supply each participant with a large stick-on label, such as an address label or adhesive name badge.

Have each student write a personality trait on their label such as shy, sexy, obnoxious, lonely, sad and funny.

TELL them NOT to show their label to anyone.

Then, have the participants place the label on a neighbor's forehead. They should not show the person the label they will be wearing.

Have the participants mill around and talk with each other. Ask them to find out which property the person works at, what is their position, how long have they been in the leasing, what they like most about leasing, and what they like least about it. Tell them they may not tell each other what their label is, but they must treat others according to the labels. As participants talk, have them try to guess the label on their own foreheads by watching the way people treat them.

DEBRIEF: Ask the participants these questions:

- Did you figure out what was on your "label"?
- Did you make an effort to communicate differently with people who had different "personality" traits as your own?
- Whose responsibility was it to flex your communication style to gather the information effectively?

TELL In the High Performance Leasing process, it is important to identify behavioral styles and flex your own style to match your customer's style. We will be having a lot of fun with this later.

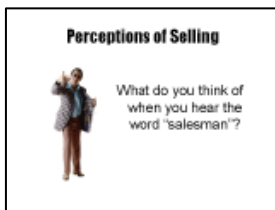
Are you ready to get started?

Perceptions of Selling

 25 MINUTES



OBJECTIVE: To allow participants to identify their personal perceptions of “selling” and “salespeople”.



DISPLAY Perceptions of Selling

DISCUSS

What do you think of when you hear the word “salesman”?

Common Responses:

Fast-talker

High-pressure

Manipulator

Used cars

Insurance sales

Someone who's out to get me

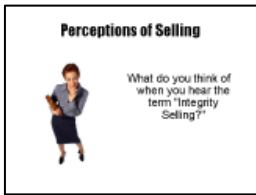
Whenever a salesman approaches you what runs through your mind? Does your guard automatically go up? Why?

When you are shopping at the mall and a salesperson approaches you and asks “Can I help you?” How do you respond? (I’m just looking.)

DISCUSS Here are some typical tapes we all play: “What does this person want with me?” “Why am I wasting my time with him or her, just show me what you have and I’ll decide what I need.”

You get the idea.

The point is that you can’t begin the leasing process until you have gained rapport, or comfortable relations, with them; until you’ve gotten their attention. This step should be the first goal or objective.



DISUCSS Here is the same question, only a few words have been added.

What do you think of when you hear the term "Integrity Selling?"

Common Responses:

- An honest process
- The way I like to be sold
- When someone sells the right thing to me
- Forming a trust relationship
- Selling me what I need or want

ASK What is the key difference(s) between the first set of responses and the second set?

The first set of responses tends to be negative while the responses to "Integrity Selling" tend to be positive.

DISCUSS Our prospective residents are becoming more selective in apartment shopping, and even more importantly, from whom they lease.

Our prospects are flocking to trusted professionals and shunning the ones who lack integrity. Prospects are looking for integrity in Leasing Consultants.

When you practice High Performance Leasing, your prospects will get the message quickly that you're a professional. They'll trust you more, refer friends to you more, and lease longer with you.



REVIEW Perceptions of High Performance Leasers: