



## ONCE UPON A TIME: SELLING THROUGH STORYTELLING

**SESSION TIME & LOCATION:** 10:30 A.M.–11:30 A.M. • Education Session/Crystal Room •

**PRESENTED BY:** Lisa Trosien, ApartmentExpert.com

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Today's customer is overwhelmed with information, creating a more difficult sales process for Leasing Professionals.

One of the most critical selling skills that can be mastered today is storytelling. Storytelling increases your closing percentage by:

- Sharing other customer successes
- Influencing a customer's behavior
- Building and reinforcing the relationship between the Leasing Professional and the prospect
- Creating personal and more emotional connections

This session teaches you what stories are essential, how to create stories that stick, and how to get the customer's story at the same time to help build that emotional connection. This fast-paced session will also show you how to use voice inflection, body language, and other skills to enhance your "library of stories."

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### PRESENTER INFORMATION

Lisa Trosien is a multifamily educator, consultant, and strategist with over 25 years of industry experience. She is a frequent presenter for the National Apartment Association as well as presenting for the National MultiHousing Council, the National Association of Homebuilders, state and local apartment associations, and owners across the United States and Canada. Media outlets such as the Wall Street Journal, Chicago Tribune, Washington Post, National Public Radio, Self Magazine, Radio America, and CBS MarketWatch utilize her expertise. Lisa is well known for her meticulous research and strong presentation skills.

