

# **Leasing 101: The Keys to Becoming a Confident Sales Person!**

## *Overview*

**This high-energy class is designed to instill more confidence in front-line leasing associates by providing tools and skills that can be implemented immediately to improve greeting, gathering information and securing the lease!**

## *Course Objectives*

- **To identify the key characteristics that lead to success in leasing.**
- **To provide ways to make the initial greeting memorable and stand out from the competition.**
- **To present strategies to gather BETTER information in a more customer-centric way.**
- **To provide innovative techniques to overcome customer's objections.**
- **To reimagine traditional closing techniques and transform them into an invitation to lease.**
- **To reenergize follow-ups with creative ideas.**

## *Takeaways*

- **Each attendee will create an action plan that will help ensure implementation and accountability.**