

Toni e-Demand  
Journey to Leasing Excellence

**Step 19: Active Listening & engaging The customer's WHAT questions! [13:06]**  
**Assignment Sheet**

**3 things I want you to practice this week.**

1. Verbal nod –
2. Active listening – repeat what they said to confirm you were correct.
3. Finish with a question to open doors to their personal story.

**What Question: Size of the apartment**

Let's talk about the apartment you are looking for –

**Where do you live now?**

This helps you to get a POINT OF REFERENCE

**How much Living Space & Storage Space do you need?**

Square Feet      Cubic Feet

How many bedrooms do you have? & Baths?

**What are you looking to change?**

**Why?**

**Level**

Do you have a preference when it comes to your level/floor in your home?

We have 3 levels - We are a 9 story mid-rise community

We have some double balconies with amazing outdoor spaces, we have pool and city views. Share special options available on the apartments on your target list.

Views. Be ready to share the unique identifiers about a special available apartment

**Get them interested in seeing your community!**

**Furniture**

Do you have large furniture; a piano or anything special in your home design we want to consider when talking about what is available?

[www.TotallyToni.com](http://www.TotallyToni.com) Toni Blake [Toni@TotallyToni.com](mailto:Toni@TotallyToni.com) Office: 970-378-6784