Sales – Dialogue:

1. **Prospect Information**
2. Company Name B. Client type:

**Key – Person Information**

1. Prospect’s Name (Key Decision Maker) B. Job Title:

Other people involved in the purchase Decision:

|  |  |  |
| --- | --- | --- |
| Names/ Job Title | Department | Role in Purchase Decision |
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1. **Customer Value proposition:**

A brief statement of how you will add value to the prospect’s business.

1. Product/ Service that delivers value
2. Value proposition statement

A statement of how sales offering will add value to the prospect’s business by meeting a need or providing an opportunity.

**Specific Client value propositions:**

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| --- | --- |
| **Product/ Service offered by L2L** | **Value proposition statement/ Value addition** |
| Online Tenant Applications | Corporate Clients or Real Estate brokerages has more than 1500 agents and tenant screening involves a lot of paper work. This can be eliminated using Online Tenant applications. |
| We are in Cloud | As we are in cloud, there is no need of physical or online storage for the documents. We handle them, and you can access your documents from anywhere. |
| Applicant grouping | Applicants, co-signors, and groups thereof are automatically organized and evaluated. |
| Tenant screening solutions | Customize tenant screening products to each transaction, including tenant credit reports, eviction history, and criminal background checks. |
| Information security | Deal information, documents, correspondence, and access thereto is protected behind robust security protocols: |
| Statistics and Progress Management for Brokerages | Brokerage accounts can track agent progress, company statistics, and office announcements, control company forms, and receive finished deals delivered from agents electronically. |

1. **Sales call objective:**

Setting up appointments with the employee in charge of choosing Tenant Screening platforms (example – COO of a large enterprise, President or Owner, possibly an admin at a smaller office) with Justin.

**Goal:** Get L2L platform as the only way to do Tenant Screening for their office – part of the office policy and part of the onboarding.

1. **Linking Motives, Benefits, Support information.**

Motives: What is most important to the prospect(s) in making a purchase decision? Rational motives include economic issues such as quality, cost, service capabilities and the strategic priorities of the prospect’s company. Emotional motives include fear, status and ego-related feelings.

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| --- | --- | --- |
| Motive | Specific Benefits matched to motives: | Support for each benefit |
| Security/ Risk Mitigation | Data, background information and credit card security.  Most agents inadvertently violate the FCRA by emailing credit reports to landlords (read FCRA information attachment) | Cisco and software hardware firewalls, two factor authentications, scanned and tested for integrity. |
| Document storage | No need of any storage and no need to worry about losing/ misplacing the documents | Cloud storage |
| Agent progress | Brokerage accounts can track agent progress, company statistics, office announcements, control company forms, and receive finished deals delivered from agents electronically. Individual users can track progress and statistics. | Statistics and Progress Management feature. |
| Mobile friendly | Can be used by anyone form anywhere through their mobile |  |
| Make Agents Life easier | Link to agents to post and share with the tenants |  |
| Make money | Offices set their own pricing and keep the difference, automatically deposited into their accounts (every day, week or month, however they want it). |  |
| Sensitive information | no longer needs to be emailed around and can be all posted to one page. |  |

1. Current suppliers and competitors:

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| --- | --- | --- |
| Competitors | Strengths | Weaknesses |
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1. Beginning the sales Dialogue:
   1. Introduction:
      1. Introducing yourself and your company. And letting them know the purpose of the call.

*Hello [Contact’s Name], this is [Your Name] from Listing2Leasing, have I caught you in the middle of anything?*

*Great. The Purpose of my call is that – We help real estate agents/ brokerages with tenant screening process.*

* 1. Agenda:
     1. Ask specific questions about their needs and pre-qualifying questions and give specific information about the company with specific needs.

*I don’t know if you are the right person to speak with, but I have just a couple of questions.*

*How happy are you with the quality of tenant screening platform and their solutions?*

*How concerned are you about delays and tenant screening procedures? Are they impacting the business operation and bottom line?*

*Explain about the solutions which are present in step 2 and step 4.*

* 1. Follow-up:
     1. Set up an appointment, follow up with the thank you email.

*But, since I have called you out of the blue, I do not want to take any more of your time to talk right now.*

*A great next step would be for us to schedule a meeting with Justin, where we can discuss your goals and challenges and share any value and insight that we have to offer.*

*Is that something that you would like to put on the calendar?*

Confirm the dates and leave a thank you email with confirmation.

1. Anticipated prospect questions and objections, with planned responses.

|  |  |
| --- | --- |
| Questions/ Objections | Planned Responses |
| What screening products do you provide? | Listing 2 Leasing enables Landlords to request credit, criminal background, and eviction reports on prospective tenants. |
| Can I get all my agents on the platform for free? | Can be discussed at presentation meeting about our onboarding protocols. |

Other FAQs mentioned in L2L website.

1. Build value through follow up action:

Follow-up email Template:

Hey [Contact Name],

It was great meeting this talking to you.

Here’s the link for the website <https://listing2leasing.com/> . You can go through the website and if you are interested we can go through the next steps.

Talk soon,

[Your Name]