

SETTING THE TONE

When a customer calls a Bozzuto community, they can expect a confident and competent person to answer their questions. To ensure we are setting the right tone, remember to smile and convey the following to the customer:

- **Welcoming**
- **Warm**
- **Genuine**

GREETING

Thank you for calling _____, a Bozzuto community, this is _____, how can I help you?

ASK

I am happy to help you! Again my name is, _____ and with whom am I speaking? I'd love to tell you about all the great things that our community has to offer, do you have a few minutes to talk?

YES

DETERMINE SPECIFIC NEEDS

Apartment size, move in date, price range, number of occupants, pets etc.

DETERMINE "MUST HAVES"

What is most important to you in your new home? What are you looking for that you don't have now?

PAINT THE PICTURE

Use the customers needs and wants to paint the picture with them in the picture.

NO

ANSWER SPECIFIC QUESTIONS

Answer the specific questions the customer is asking

TOUR INVITE

Invite the customer to tour the community at a specific date and time.

EMAIL ADDRESS

Ask the customer for their email address in order to follow up, send them floor plans, etc.

CONFIRM RESOLUTION

Ask the customer "Did I answer all of your questions/solve all of your concerns?"

THANK THE CUSTOMER

Thank the customer for calling.