

## About Josh Grillo

Josh Grillo is an entrepreneur, author, speaker and consultant. He has delivered over 150,000 leads and has generated in excess of 50 million in revenue for clients in just about every industry.

His companies and solutions include Resident360, Barrett Grillo Group, Getty Advertising, DirtyMarketingSecrets.com and Offline Client Method. His products have been featured on NBC, CBS, ABC & FOX Television and seen in over 70 markets.

Josh currently lives in San Diego, California with his wife Natasha, son Jadson and their two labs Koa and Kona. He enjoys world travel, surfing, reading and spending time with his family.

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## Listen To Leasing Calls

It's the root of your business and where most prospects are lost.

Listen to calls and you'll find improvements to be made.

Recommendations:

- » Leasing consultants should be using a memorized script, but sound unrehearsed
- » Tonality should be used to create emotion and intrigue
- » Special offers should be made to get prospects in for a tour

Remember, if you got a prospect on the phone, **THEY ARE INTERESTED.**

It's up to you to sell them on why you're the best place to call home.

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*"In making a presentation one must study three points: first, the means of producing persuasion; second, the language; third, the proper arrangement of the various parts of the speech."*

– ARISTOTLE