



TIPS YOU CAN USE

Watch Your But

By Leah Brewer, Leasing Queen

Great sales presentations depend on great communication skills. Yet sales people often sabotage their sales presentations with a simple three-letter word: BUT. I often hear wonderful, positive statements unraveled by this small conjunction.

*This clubhouse is available for residents to rent, **but** you have to pay a deposit.*

*He's a great employee, **but...***

*Most applications get approved, **but...***

The word BUT means *on the contrary; except; excluding; however*. It is a word that undermines the first statement in favor of the second. Consider the difference in the meaning of a sentence when replacing the exclusionary BUT with the inclusionary AND:

*We do take appointments for tours, **BUT** you can also stop by during office hours.*

(The message subtly discourages appointments and recommends dropping in)

or

*We do take appointments for tours, **AND** you can also stop by during office hours.*

(The message gives two equal choices).

*I'll meet you at 2:00 for our appointment, **BUT** if I am unavailable...*

(You don't seem committed to the appointment)

or

*I'll meet you at 2:00 for our appointment, **AND** if I am unavailable...*


(You are providing service for the client with a comparable back-up plan)

In addition, the difference in usage of AND rather than BUT automatically alters the end of the sentence to a more appealing and service-oriented format:


*The office is open until 6 p.m. **BUT** we stop showing apartments at 5:30.*

or

*The office is open until 6 p.m. **AND** we show apartments until 5:30.*

Keep your ears open for those big BUTs promoting negativity that you could switch to the more positive, inclusive conjunction AND. You can be an effective property professional, **but** AND adding a few subtle grammar techniques will enhance your performance. 

Leah Brewer, the Leasing Queen, has over 23 years of hands-on leasing and marketing experience. She established Full House Marketing in 1995 serving multi-family housing with marketing consulting, training and staffing. Leah presents fun, interactive and informational workshops nationally, designed to produce and inspire immediate results. Call 1-888-FULLHSE or visit www.LeasingQueen.com.



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