

# Leasing & Customer Service Strength Training

## Official Workout Playlist



### PLAYLIST: Day 1 Workout Routine

Created by: [The Preiss Company | Leasing Bootcamp \(2019\)](#)  
Release Date: November 11, 2019

4 sessions/events

+ 1:30 - 2:00 PM	Warm Up	Bootcamp Kickoff & Attendee Introductions
+ 2:00 - 3:30 PM	PT 1: Know Your Form	Terry Vaughan   Author, Speaker & Coach   TVEmpowers <i>How to read new clients quickly, three essential elements to making a connection, nonverbal signs of leaders, why body angles can make or break an interaction, how to build trust and close more leases</i>
+ 3:30 - 3:45 PM	<span>BREAK</span> Take a Breather	
+ 3:45 - 5:00 PM	PT 2: Know Your Form	Terry Vaughan   Author, Speaker & Coach   TVEmpowers
+ 6:30 - 9:30 PM	Networking Workout	Jimmy V's Osteria & Bar (420 Fayetteville Street)



PLAYLIST:  
**Day 2 Workout Routine**

Created by: **The Preiss Company | Leasing Bootcamp (2019)**  
 Release Date: November 12, 2019

7 sessions/events

- + 7:45 - 8:45 AM **MORNING POWERUP (Breakfast)**
- + 9:00 - 10:15 AM **LEASE with PHYSIQUE | First Impressions & Your Personal Brand**  
*Making a positive first impression & best practices for in person, over the phone & online interactions*
- + 10:15 - 10:30 AM BREAK **Take a Breather**
- + 10:30 - 11:45 AM **Power Lifting Panel | The Art of Turning LEADS Into LEASES**  
*MODERATOR: Lauren Dalia, Regional Manager*
- + 11:45 AM - 1:15 PM BREAK **REFUEL (Lunch)**
- + 1:30 - 2:30 PM **How to get MAX GAINS** **William Butler, Author & Creator of “ReLeasing”**  
*There are two major keys that are necessary to find success in any of your respective markets; your perspective & your commitments. The way we view what we do, dictates the way we do what we do.*
- + 2:30 - 2:45 PM BREAK **Take a Breather**
- + 2:45 - 3:45 PM **The Right Equipment** **Whitney Kidd, Vice President of RealPage Student**  
*New ways to communicate with your prospects, applicants, residents, and ILS Providers with Relate 24/7 and Adblast. These tools will help maximize and simplify your leasing performance for the 2020-2021 leasing season.*
- + 3:45 - 4:00 PM BREAK **Take a Breather**
- + 4:00 - 4:30 PM **Working Your Core: Customer Service** **Keith Dimsdale, Chick-Fil-A Franchise Owner**
- + 4:30 - 5:00 PM **GAINS vs STRAINS** **Chloe Rasmussen, Regional Manager**  
*How to provide a positive resident experience throughout negative situations*
- + 6:30 - 9:30 PM **Awards Dinner & Reception**  
*Tobacco Road Sports Cafe & Brewery (505 W. Jones Street)*

# DAY 3

PLAYLIST:  
**Day 3 Workout Routine**

Created by: **The Preiss Company | Leasing Bootcamp (2019)**  
Release Date: November 13, 2019

3 sessions/events

- + 7:45 - 8:45 AM **PRE-WORKOUT (Breakfast)**
  
- + 9:00 - 10:00 AM **POWER HOUR | The 4 P's of Leasing**      **William Butler, Author & Creator of "ReLeasing"**  
*In such a fast-paced, ever evolving industry, it is easy for you to get consumed by finding the most groundbreaking, out of the box ideas that will give you the upper-hand on your competition. Instead of thinking outside of the "box" and focusing on the box itself, very little more is necessary. This talk will discuss the 4 P's of leasing and how if executed consistently, you are bound to find success.*
  
- + 10:00 - 10:15 AM BREAK **Take a Breather**
  
- + 10:15 - 11:45 AM **Small Group Workout (Group Activity) | Top 10 Habits of a Good Leasing Professional**  
*MODERATOR: Steven Branch, Management Specialist*
  
- + 11:45 AM - NOON **Cool Down | Key Take-Aways**
  
- + NOON **[2019 Leasing Bootcamp concludes](#)**