

Building Relationships with Residents-Design Document

<i>Business Purpose</i>	<ul style="list-style-type: none">● Leasing agents will demonstrate how to communicate with their clients. This will foster building positive relationships which will intern assist in retaining clients and getting more referrals.● To help the learner to become aware of the importance of building positive relationships with clients so as to retain clients. This will in turn maintain and increase the company's bottom line.● To train staff on how to be active listeners so as to keep clients
<i>Target Audience</i>	<ul style="list-style-type: none">● Leasing agents
<i>Training Time</i>	<ul style="list-style-type: none">● 20 minutes
<i>Training Recommendation</i>	<ul style="list-style-type: none">● 1 e-Learning course● The course will educate staff on who their clients are and how to build positive relationships with clients● The course will offer practical and solid evidence through discussion of the importance of building relationships with clients.● The connection between building relationships and client retention will be made via this e-Learning module.● Knowledge check will be provided at the end of the module
<i>Deliverables</i>	<ul style="list-style-type: none">● 1 e-Learning course<ul style="list-style-type: none">○ Developed in Articulate Storyline○ Includes voice-over narration○ Knowledge check○ Storyboard○ Design document
<i>Learning Objectives-</i>	<ul style="list-style-type: none">● Identify appropriate strategies to use in building positive relationships with clients.● Discover the importance of building relationships with clients.● Differentiate between being a non-active vs active listener● List 3 ways to be an active listener
<i>Training Outline</i>	<ul style="list-style-type: none">● Introduction-The importance of building relationships with clients● Specific steps on how to building relationships through<ul style="list-style-type: none">○ Genuine Interest○ Being Open○ Being an Active Listener

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	<ul style="list-style-type: none">o Seeking Agreement● Discussion on who is your market<ul style="list-style-type: none">o How to show respect to our multicultural marketplaceo How to show respect to different generations of people● Knowledge Check
<i>Evaluation Plan</i>	<ul style="list-style-type: none">● Evaluation at end of module<ul style="list-style-type: none">o Five questions<ul style="list-style-type: none">▪ Multiple choice▪ Matching▪ Drag and drop● Students must get a 75% on the evaluation.● Evaluation of retention rates <p>Surveys to residents-if scores go up-residents feel supported</p>