PBSA SALES CALL TRAINING HANDBOOK

Londonist Sales Academy

HOW TO USE THIS HANDBOOK

This handbook is designed for sales training, roleplay practice, call shadowing, and quality coaching.

Every script below is written as a **full conversation flow** from the start of the call to the end of the call.

Each case includes:

Call objective

What the student is really thinking

Full script: Sales Agent + Student

Trainer notes

Common mistakes to avoid

These scripts are not meant to be memorised word-for-word. They are meant to train agents in:

controlling the structure of the call

asking better discovery questions

reducing risk and uncertainty

presenting one strong recommendation

handling objections professionally

closing with clarity and follow-up discipline

PART 1 — THE PBSA SALES MINDSET

Before learning scripts, every agent must understand what PBSA sales really is.

You are not selling a bed. You are not selling a room. You are not selling a price.

You are helping a student and often a parent make a future security decision.

That means every good sales call must do three things:

Reduce uncertainty

Increase confidence

Move the buyer to a clear next step

If the call feels pushy, rushed, or confusing, the sale becomes harder. If the call feels calm, structured, and helpful, the sale becomes easier.

PART 2 — NON-NEGOTIABLE SALES RULES

Rule 1: Start with discovery before recommendation

Do not start by listing buildings. Ask questions first.

Rule 2: Recommend, do not catalogue

The buyer wants guidance, not too many options.

Rule 3: Present value before price

If you lead with price, the buyer compares only cost.

Rule 4: Treat price objections as trust/value objections first

Most of the time “expensive” means “I am not fully convinced yet.”

Rule 5: Parents are part of the process, not a barrier

When parents are involved, welcome them.

Rule 6: Always control the next step

Never end a call with vague uncertainty. Book a follow-up, send a quote, or guide to booking.

Rule 7: Every good call must end with CRM action

Notes, pipeline update, task, and next follow-up.

PART 3 —SALES CALL STRUCTURE

Use this structure in almost every PBSA sales call.

1. Opening

Introduce yourself

Confirm it is a good time

Set a calm tone

2. Situation Questions

University

Intake/start date

Check-in/check-out timing

Room type preference

Budget

Location preference

3. Problem Questions

What difficulty are they having?

What matters most?

What are they worried about?

4. Implication Questions

What happens if they delay?

What happens if they choose badly?

What happens if the commute is long or the provider is unreliable?

5. Need–Payoff Questions

What would make the decision easier?

Would bills included help?

Would a short commute help?

Would parents feel more comfortable with a professionally managed building?

6. Confirmation

Repeat the buyer's needs back clearly.

7. Recommendation

Recommend one best-fit option first. You may mention one backup option only if useful.

8. Value Positioning

Explain why it fits. Translate features into benefits.

9. Price Presentation

Only after value has been built.

10. Objection Handling / Clarification

Stay calm. Clarify the real concern.

11. Close / Next Step

Send quote

Guide through booking

Arrange parent call

Confirm follow-up time

12. CRM Discipline After Call

Add note

Update pipeline

Add tags if needed

Create next task

PART 4 — CALL OPENING EXAMPLES

Standard Opening

"Hi [Name], this is [Agent Name] calling from Londonist. You recently made an enquiry with us about student accommodation in London. Is now still a good time for a quick call?"

If the student sounds rushed

"No problem at all — I just wanted to catch you briefly so I can understand what you need and send you the most suitable option rather than too many random choices. Would 3–4 minutes now work, or would later today be better?"

If they do not remember the enquiry

"That's completely fine — you may have contacted a few providers. You enquired about student accommodation in London, and my job is just to help narrow down the right option based on your university, budget, and move-in timing."

PART 5 — FULL TRAINING SCRIPTS

CASE 1 — THE STRAIGHTFORWARD PERFECT SALE

Call Objective

Student is clear, responsive, and ready. Agent should qualify efficiently, recommend confidently, and move to a clean close.

What the student is really thinking

I already know I need accommodation

I want someone to make this easy

I do not want confusion

Full Script

Sales Agent: Hi Sarah, this is Daniel calling from Londonist. You recently made an enquiry with us about student accommodation in London. Is now a good time for a quick call?

Student: Yes, that's fine.

Sales Agent: Perfect, thank you. Just so I can recommend the right option rather than sending too many choices, can I ask you a few quick questions first?

Student: Sure.

Sales Agent: Great. Which university will you be attending?

Student: UCL.

Sales Agent: Nice. And when does your course start?

Student: September.

Sales Agent: And when are you planning to move into accommodation?

Student: Early September.

Sales Agent: Understood. Are you mainly looking for a studio or would you consider shared accommodation as well?

Student: I want a studio.

Sales Agent: Perfect. And roughly what budget are you trying to stay within per week?

Student: Around £350.

Sales Agent: That's helpful. Is your top priority privacy, short commute, price control, or a combination of those?

Student: Mostly privacy and short commute.

Sales Agent: Makes sense. Have you already looked at any options yet, or are you just starting your search?

Student: I've looked a bit, but I haven't booked anything.

Sales Agent: Understood. Just to confirm, you're starting at UCL in September, looking for a private studio, ideally around £350 per week, and you'd like something convenient for campus. Is that correct?

Student: Yes.

Sales Agent: Perfect. Based on that, the option I would recommend first is [Residence Name]. The reason I recommend it is that it gives you the privacy of a studio, it keeps the commute manageable for UCL, and the all-inclusive pricing makes budgeting much easier because you're not dealing with extra utility costs later.

Student: Okay, that sounds good.

Sales Agent: It's a popular choice for students in a similar situation because it keeps daily life simple. You're not just choosing a room — you're choosing convenience for the whole academic year.

Student: Yes, that's what I want.

Sales Agent: Exactly. The weekly price for that room is £345.

Student: Okay, that's within my budget.

Sales Agent: Great. What I can do now is send you a quote straight away with the full details, and if you're happy, I can guide you through the next booking steps as well.

Student: Yes, please send it.

Sales Agent: Absolutely. I'll send it to your email and WhatsApp so it's easy to review. Once you receive it, I'd recommend having a quick look today because September options can move quite quickly. I'm not saying that to pressure you — just to help you avoid losing a suitable option.

Student: Okay.

Sales Agent: Perfect. After I send it, I'll check back with you later today or tomorrow morning — whichever you prefer — in case you'd like me to help with the booking process. What works better for you?

Student: Tomorrow morning is better.

Sales Agent: Done. I'll send the quote now and follow up tomorrow morning. Thanks, Sarah — speak soon.

Student: Thank you.

Trainer Notes

This is the ideal flow:

quick but professional discovery

clear confirmation

one confident recommendation

value before price

soft close with clear next step

Mistakes to Avoid

sending five options

reading features without linking them to the student's needs

ending with "let me know" and no scheduled follow-up

CASE 2 — STUDENT WORRIED ABOUT LOCATION

Call Objective

Reduce fear around unknown London areas and help the student imagine daily life.

What the student is really thinking

I do not know London

I am scared of choosing the wrong area

I need reassurance, not pressure

Full Script

Sales Agent: Hi Ahmed, this is Sofia calling from Londonist. You recently made an enquiry about student accommodation in London. Is now a good time for a quick call?

Student: Yes.

Sales Agent: Perfect. Just so I can recommend something suitable, can I ask a few quick questions first?

Student: Yes.

Sales Agent: Which university will you be attending?

Student: King's College London.

Sales Agent: Nice. And when are you planning to move to London?

Student: September.

Sales Agent: Are you looking for a studio or shared room?

Student: Studio.

Sales Agent: And roughly what budget are you trying to stay within?

Student: Maybe around £320 to £350.

Sales Agent: Understood. What matters most to you — being close to campus, being in a lively area, feeling safe, keeping the price manageable, or something else?

Student: I think location and safety. I don't really know London.

Sales Agent: That's completely understandable. A lot of students feel exactly the same, especially if it's their first time moving here.

Student: Yes, I'm worried I might choose the wrong area.

Sales Agent: Of course. And that's exactly why it helps to focus less on the name of the area and more on what your day will actually feel like. For example, how long it takes you to get to campus, whether transport is straightforward, whether the area is student-friendly, and whether the building is professionally managed.

Student: Yes, that makes sense.

Sales Agent: So based on what you've shared, the option I'd recommend first is [Residence Name]. The reason is not just the building itself — it's the daily routine it gives you. You'd have a manageable commute to King's, a more predictable setup, and a building designed for students rather than something uncertain.

Student: Okay, but I still don't know if I'd like the area.

Sales Agent: That's fair. Let me simplify it for you. Imagine arriving in London for the first time. What usually matters most in the first few months is not whether the postcode sounds familiar — it's whether your daily life feels easy. Can you get to university without stress? Do you feel settled? Are there other students around? Is the building reliable? That's what usually makes students feel good about their choice.

Student: Yes, I see what you mean.

Sales Agent: Exactly. So instead of trying to choose based on an area name alone, I'd suggest choosing based on convenience, safety, and student suitability. This option works well on those points.

Student: Okay.

Sales Agent: The weekly price is [price], and what helps many students justify that is the fact that the setup is much more predictable. You're reducing the risk of ending up somewhere inconvenient or difficult to manage.

Student: Right.

Sales Agent: What I'll do is send you the quote with the key details, and I can also talk you through the location in a very practical way — commute, transport, and what sort of student lifestyle it supports. Would that help?

Student: Yes, that would help.

Sales Agent: Perfect. I'll send it now, and I'll follow up tomorrow so we can review it together after you've had a chance to look. Does that work?

Student: Yes.

Sales Agent: Great. Thanks, Ahmed — I'll send everything shortly.

Trainer Notes

The agent does not fight the emotion. The agent acknowledges it, simplifies the decision, and reframes location as daily-life convenience.

Mistakes to Avoid

saying "don't worry, it's fine" too quickly

listing too many area names and train lines without meaning

arguing with the student's fear instead of translating it into practical reassurance

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CASE 3 — "I'LL HAVE A LOOK AND COME BACK TO YOU"

Call Objective

Prevent passive delay from turning into a dead lead. Clarify what the student wants to compare and control the next step.

What the student is really thinking

I am interested but not ready

I want time and space

I may disappear if the agent gives me no reason to stay engaged

Full Script

Sales Agent: Hi Mei, this is Adam from Londonist. You recently made an enquiry about student accommodation in London. Is this still a good time for a quick call?

Student: Yes.

Sales Agent: Perfect. I'll keep it brief. Before I recommend anything, can I ask you a few quick questions so I can understand your situation properly?

Student: Yes.

Sales Agent: Which university are you going to?

Student: LSE.

Sales Agent: And when are you planning to move in?

Student: September.

Sales Agent: Are you looking for a studio or shared room?

Student: Either, depending on price.

Sales Agent: That's helpful. What budget are you hoping to stay within?

Student: Around £300 to £350.

Sales Agent: And what matters most — budget, commute, privacy, or overall convenience?

Student: Probably budget and commute.

Sales Agent: Understood. Based on that, the option I'd recommend first is [Residence Name], because it gives you a good balance of location and value, especially when you consider the all-inclusive pricing and student setup.

Student: Okay.

Sales Agent: The weekly price is [price].

Student: Okay, I'll have a look and come back to you.

Sales Agent: Of course — that makes complete sense. Just so I can help properly, can I ask what you'd mainly like to compare before deciding?

Student: I just want to compare a few places.

Sales Agent: That's a good idea. Most students compare at this stage. The main thing I'd suggest is comparing the full picture, not just the headline price. For example, whether bills are included, how convenient the commute is, and whether the building is professionally managed.

Student: Yes.

Sales Agent: Some options can appear cheaper initially, but once utilities, internet, transport, and the overall setup are considered, the difference can become much smaller.

Student: Right.

Sales Agent: So what I'll do is send you the quote with the details clearly laid out, and then you can compare properly. Also, I'll keep you updated on availability because things can change as September approaches.

Student: Okay.

Sales Agent: Perfect. When would be a good time for me to check back with you — tomorrow, or in two days?

Student: Maybe in two days.

Sales Agent: Great, I'll do that. That way if you have any questions after comparing, I can help you evaluate the options clearly rather than leaving you to figure it out alone.

Student: Okay, thank you.

Sales Agent: You're welcome. I'll send the quote now and speak with you in two days.

Trainer Notes

The agent does not let "I'll come back" end the call without structure. The agent earns a follow-up date.

Mistakes to Avoid

replying "sure, no problem, let me know"

accepting vague delay with no diagnosis

sounding offended because the student wants to compare

CASE 4 — STUDENT COMPARES COMPETITOR PRICES

Call Objective

Handle competitor comparisons without defensiveness. Clarify whether the comparison is real like-for-like, then re-anchor value and total living cost.

What the student is really thinking

I want to make sure I'm not overpaying

I need proof this is worth it

I may be testing whether the agent will panic and discount

Full Script

Sales Agent: Hi Maria, this is James from Londonist. You recently made an enquiry with us about student accommodation in London. Is now a good time for a quick call?

Student: Yes.

Sales Agent: Perfect. Before I recommend anything, can I ask a few quick questions so I understand exactly what you need?

Student: Okay.

Sales Agent: Which university will you be attending?

Student: Bayes Business School.

Sales Agent: And when are you planning to move in?

Student: September.

Sales Agent: Studio or shared?

Student: Studio.

Sales Agent: And your ideal budget range?

Student: Around £400, maybe a little more if it's really worth it.

Sales Agent: Understood. In that case, the option I'd recommend first is [Residence Name], because it suits students who need good access to the City, professional management, and a predictable setup.

Student: Okay, but I already checked another company and their price seems cheaper.

Sales Agent: That's helpful to know. Can I ask what type of accommodation it was?

Student: Also a studio.

Sales Agent: Understood. And do you know whether it's a professionally managed student residence, whether bills are included, and how convenient it is for your university?

Student: I'm not sure about all of that.

Sales Agent: That's very common, and it's exactly why comparisons can become confusing. On the surface, two options can both look like "a studio," but the real comparison is usually much wider than that.

Student: What do you mean?

Sales Agent: For example, students often discover that the cheaper option may be further away, may not include utilities, may have fewer support services, or may simply feel less reliable overall. So the question is not only “which one is cheaper?” but “which one gives me the better overall living setup for the year?”

Student: Yes, that makes sense.

Sales Agent: Exactly. With the option I’m recommending, part of the value is predictability. You know what your weekly cost is, you know the building is designed for students, and you reduce the risk of dealing with hidden costs or a poor daily setup later.

Student: Right.

Sales Agent: So I would never tell you not to compare — comparing is sensible. I’d just encourage you to compare like-for-like: commute, total cost, student suitability, support, and overall confidence in the provider.

Student: Okay.

Sales Agent: The weekly price for this room is [price]. If you’d like, I can send you the quote now and also help you compare it properly against the option you saw, so you can make the decision with more confidence.

Student: Yes, send it.

Sales Agent: Absolutely. I’ll send it over, and once you’ve reviewed both, I can speak with you tomorrow to go through any questions. Does that work?

Student: Yes.

Sales Agent: Perfect. I’ll do that. Thanks, Maria.

Trainer Notes

This is value re-anchoring, not price arguing. The agent avoids immediate discounting.

Mistakes to Avoid

saying “ours is better” without evidence

attacking the competitor

offering discount too quickly

sounding insecure when the student mentions another provider

CASE 5 — PARENT-INVOLVED CALL

Call Objective

Handle a multi-party decision professionally. Welcome the parent and reduce their risk concerns.

What the student/parent are really thinking

Student:

I like it but I need approval

Parent:

Is this company legitimate?

Is my child safe?

What happens if something goes wrong?

Full Script

Sales Agent: Hi Aisha, this is Rebecca from Londonist. You recently enquired about student accommodation in London. Is now still a good time to speak?

Student: Yes, but my mother is also here because she wants to understand everything.

Sales Agent: That's absolutely fine — and actually very helpful. These decisions are important, so I'm very happy to explain everything clearly to both of you.

Parent: Hello.

Sales Agent: Hello, nice to speak with you. To make sure I recommend the right option, can I first confirm a few details about Aisha's plans?

Student: Okay.

Sales Agent: Which university will you be attending, and when does your course begin?

Student: King's College London, in September.

Sales Agent: And what type of accommodation are you hoping for — private studio or shared?

Student: Studio.

Sales Agent: And what budget range are you trying to stay within?

Parent: We are trying to be sensible. Maybe around £350 to £400, depending on whether it is really worth it.

Sales Agent: Understood. And what matters most to you both — location, safety, convenience, price predictability, or something else?

Parent: Safety and legitimacy are most important.

Sales Agent: That makes complete sense. Those are exactly the right things to be looking at.

Sales Agent: Based on what you've shared, the option I'd recommend first is [Residence Name]. The reason I recommend it is that it gives Aisha a student-focused environment, a practical commute for university, and a more structured setup than uncertain private alternatives.

Parent: How do we know this is reliable?

Sales Agent: That's a very fair question. One of the reasons many parents prefer professionally managed student accommodation is because it gives more structure and clarity. Instead of relying on an unknown private arrangement, you have a more formal process, clearer support, and a more predictable setup for the student's stay.

Parent: And what about safety?

Sales Agent: Safety is one of the main reasons families choose this type of accommodation. A professionally managed student building provides a very different level of reassurance compared with trying to organise something privately from abroad. It is designed with students in mind, which usually gives parents much more confidence.

Student: Yes, that's what we're worried about.

Sales Agent: Exactly. So the real value here is not just the room itself — it's the peace of mind, the reduced uncertainty, and the suitability for a student moving to London.

Parent: What is the cost?

Sales Agent: The weekly price is [price]. And what many families find helpful is that the overall setup is more predictable, especially when compared with alternatives that may appear cheaper initially but create more uncertainty or extra costs later.

Parent: I see.

Sales Agent: Of course, this is an important decision, so the best next step is for me to send you the quotation with the full details. Then if you'd like, I can go through it again with both of you and answer any questions clearly.

Parent: Yes, send it.

Sales Agent: Absolutely. I'll send it now, and I'll follow up tomorrow so we can review it together. That way you have time to read everything properly first.

Student: Okay.

Sales Agent: Perfect. Thank you both — I'll send everything shortly.

Trainer Notes

Tone matters more than clever wording. With parents:

slow down

become more structured

avoid hype

welcome scrutiny

Mistakes to Avoid

treating the parent like an obstacle

using too much lifestyle language

sounding salesy or overly enthusiastic

CASE 6 — PRICE OBJECTION: "IT'S TOO EXPENSIVE"

Call Objective

Acknowledge, clarify, reframe, compare, and return control without pressure.

Full Script

Sales Agent: Hi Chen, this is Oliver from Londonist. Thanks again for your enquiry. Is now a good time for a quick call?

Student: Yes.

Sales Agent: Perfect. Before I recommend anything, can I ask a few quick questions about your plans?

Student: Okay.

Sales Agent: Which university will you be attending?

Student: QMUL.

Sales Agent: When are you moving in?

Student: September.

Sales Agent: And are you looking for a studio or shared room?

Student: Studio.

Sales Agent: And budget-wise, what range are you hoping for?

Student: Around £300.

Sales Agent: Understood. Based on that, the option I'd recommend first is [Residence Name], because it gives you a good student setup, practical access, and predictable costs.

Student: How much is it?

Sales Agent: The weekly price is [price].

Student: That's too expensive.

Sales Agent: I completely understand. Accommodation in London can definitely feel expensive, especially when you're comparing different options.

Student: Yes.

Sales Agent: Can I ask — when you say expensive, is it more that it's above the budget you had in mind, or that you're still deciding whether it feels worth the price?

Student: Maybe both.

Sales Agent: That makes sense. And that distinction is helpful. If it's about overall value, what many students find helpful is looking at the full setup rather than the weekly figure by itself. For example, whether everything is included, how convenient the commute is, and whether the accommodation reduces uncertainty overall.

Student: Okay.

Sales Agent: Sometimes students initially look at a lower weekly price elsewhere, but once transport, utilities, internet, and the general reliability of the setup are considered, the difference can become much smaller than it first seems.

Student: I see.

Sales Agent: If the issue is genuine budget pressure, that's also completely fine. In that case, my role is not to force the wrong option — it's to guide you to something more suitable.

Student: Yes.

Sales Agent: So let's do this properly. I can send you this recommended option, and if needed I can also narrow down one more alternative that fits closer to your budget. That way you can compare sensible choices rather than too many random ones.

Student: Okay, that would be better.

Sales Agent: Perfect. I'll do that and follow up tomorrow so we can review what feels most realistic for you. Does that work?

Student: Yes.

Sales Agent: Great. I'll send everything shortly.

Trainer Notes

The best line in this script is the clarification: “Is it above your budget, or are you still deciding whether it feels worth the price?” That helps reveal the real objection.

Mistakes to Avoid

interrupting the objection

discounting instantly

trying to “win” the argument

CASE 7 — STUDENT DELAYS: “I WANT TO WAIT A FEW WEEKS”

Call Objective

Educate consequences of waiting without becoming aggressive.

Full Script

Sales Agent: Hi Lucas, this is Hannah from Londonist. Is now still a good time for a quick call?

Student: Yes.

Sales Agent: Great. Based on what you shared, the option I recommend is [Residence Name] because it fits your university, your move-in timing, and your preference for a private room. The weekly price is [price].

Student: Okay, but I think I want to wait a few weeks before deciding.

Sales Agent: That’s completely understandable. It’s an important decision.

Student: Yes, I just don’t want to rush.

Sales Agent: Of course. And just so I can help you make the best decision, can I ask what’s making you want to wait? Are you still comparing, waiting for confirmation, or just wanting more time to think?

Student: I’m still thinking and maybe checking other options.

Sales Agent: That makes sense. Comparing is sensible. The only thing I’d say — and I’m not saying this to pressure you — is that as intake periods get closer, the risk usually increases. Suitable options reduce, prices can rise, and students often end up choosing from what’s left rather than what’s best.

Student: Yes, I understand.

Sales Agent: Exactly. So the goal isn't to rush you. It's just to make sure you don't lose strong options while you're deciding.

Student: Right.

Sales Agent: What I can do is send you the quotation now so you have all the details in front of you. Then when I follow up, I can help you compare properly rather than leaving you to sort through everything alone.

Student: Okay.

Sales Agent: Would it be helpful if I checked back in two days, or would early next week suit you better?

Student: Two days is fine.

Sales Agent: Perfect. I'll send the quote now and follow up in two days.

Trainer Notes

The agent uses timing as education, not pressure.

Mistakes to Avoid

"You need to book now"

guilt-tripping the student

ending the conversation without a scheduled follow-up

CASE 8 — COMPLEX CALL: LOCATION + PRICE + PARENT + COMPETITOR

Call Objective

Train agents for real-world messy calls where multiple objections appear together.

What is really happening

student likes the option but feels uncertain

parent worries about legitimacy and cost

competitor price is creating doubt

location fear is making the student hesitate

Full Script

Sales Agent: Hi Noor, this is Michael calling from Londonist. You recently made an enquiry about student accommodation in London. Is this still a good time to speak?

Student: Yes, but my father is here too because we're trying to compare options.

Sales Agent: That's absolutely fine. Happy to speak with both of you.

Parent: Hello.

Sales Agent: Hello, nice to speak with you. To make sure I guide you properly, can I confirm a few details first?

Student: Okay.

Sales Agent: Which university will you be attending?

Student: City, University of London.

Sales Agent: And when are you planning to move in?

Student: September.

Sales Agent: Are you mainly looking for a studio or shared accommodation?

Student: Studio.

Sales Agent: And what budget were you trying to stay within?

Parent: Around £400. But we saw another place that seemed cheaper.

Sales Agent: That's helpful to know. And besides price, what matters most to you both — commute, safety, reliability, or overall value?

Student: I'm worried about location because I don't know London.

Parent: And I want to know if this is really worth the price.

Sales Agent: Understood. Those are both very reasonable concerns.

Sales Agent: So based on that, the option I'd recommend first is [Residence Name]. The reason is that it balances practical access for City University, a more student-suitable setup, and a more predictable overall living arrangement.

Student: But I'm not sure about the area.

Sales Agent: That's completely understandable. Especially when you don't know London yet, area names can feel abstract. What usually matters more in practice is: how easy your commute is, whether the place feels suitable for students, and whether daily life becomes easier rather than more stressful.

Student: Yes.

Sales Agent: So instead of asking "Do I know this location already?" the better question is "Will this location make my academic year easier?" That's why this option stands out.

Parent: But we saw something cheaper.

Sales Agent: Of course. Can I ask — do you know whether the cheaper option is fully comparable in terms of bills included, transport convenience, and the overall management of the accommodation?

Parent: Not exactly.

Sales Agent: That's very common. A lot of options appear cheaper at first glance, but the real comparison is often much wider. For example, extra costs, longer commute, less structured support, or simply more uncertainty overall.

Parent: Yes, I understand.

Sales Agent: So the real value here is not just the room rate. It's the reduction of risk. You have a student-focused setup, a clearer process, and a more predictable year for Noor.

Student: What is the weekly price again?

Sales Agent: The weekly price is 400 GBP.

Student: It is a bit high.

Sales Agent: I understand. And when something feels high, it usually helps to separate two questions: first, "Can we afford it comfortably?" and second, "Does the option justify the cost?" Those are slightly different things.

Parent: That's true.

Sales Agent: If it's purely a budget issue, I can see whether there is a more suitable alternative. But if the concern is whether the option is worth the price, then the main comparison should be total living quality, predictability, commute, and confidence in the provider.

Parent: That makes sense.

Sales Agent: So let's do this in the most useful way. I'll send you the quote for this recommended option, and if you'd like I can also include one carefully chosen alternative closer to your target budget. Then you can compare two sensible options rather than too many.

Student: Yes, that would help.

Parent: Please do that.

Sales Agent: Absolutely. I'll send both, and then I suggest we speak tomorrow after you've reviewed them. That way I can answer any remaining questions clearly.

Student: Okay.

Parent: Yes.

Sales Agent: Perfect. Thank you both — I'll send everything shortly.

Trainer Notes

This is a high-level script. The agent stays calm and does not get dragged emotionally from one objection to another. The agent keeps structuring the call.

Mistakes to Avoid

answering every objection as if it is separate and unrelated

letting the parent dominate while the student disappears

reacting emotionally to competitor comparisons

CASE 9 — PROBLEMATIC STUDENT: UNRESPONSIVE, SHORT ANSWERS, LOW ENGAGEMENT

Call Objective

Keep control when the student gives very little information.

Full Script

Sales Agent: Hi David, this is Emma from Londonist. You recently made an enquiry about student accommodation in London. Is now a good time for a quick call?

Student: Maybe. I'm a bit busy.

Sales Agent: No problem at all — I'll keep it very brief. The only reason I'm calling is so I can understand what you need and send the right option rather than random information. Would two minutes be okay?

Student: Fine.

Sales Agent: Thank you. Which university will you be attending?

Student: Westminster.

Sales Agent: And when are you planning to move in?

Student: September.

Sales Agent: Studio or shared accommodation?

Student: Not sure.

Sales Agent: That's fine. Usually in that situation, the best way to narrow it down is budget first. Roughly what weekly range are you trying to stay within?

Student: No idea. Maybe £300 to £400.

Sales Agent: That helps. And if I had to prioritise one thing for you, would it be lower price, more privacy, or easier commute?

Student: Probably commute.

Sales Agent: Perfect. That's enough for me to work with. Based on that, I'll recommend one suitable option and send it over so you don't need to sort through everything yourself.

Student: Okay.

Sales Agent: I'll send it by email and WhatsApp. Once you've seen it, I'll check back tomorrow and we can decide whether a studio or shared option makes more sense for you. Does that work?

Student: Okay.

Sales Agent: Great. Thanks, David — I'll send it now.

Trainer Notes

When engagement is low, reduce friction. Do not force a full perfect conversation. Get enough information, then create the next step.

Mistakes to Avoid

saying "you need to tell me more" impatiently

giving up too early

making the call longer than the student can tolerate

CASE 10 — VERY PROBLEMATIC: ANGRY / DISTRUSTFUL / "I DON'T WANT SALES PRESSURE"

Call Objective

De-escalate, rebuild trust, and reposition the agent as a guide rather than a pushy salesperson.

Full Script

Sales Agent: Hi Elena, this is Chris from Londonist. You recently made an enquiry about student accommodation in London. Is now a good time for a quick call?

Student: I am getting too many calls from accommodation companies. I don't want pressure.

Sales Agent: I completely understand, and I appreciate you saying that directly. The last thing I want is to make the process more stressful for you.

Student: Yes, because everyone keeps calling and pushing.

Sales Agent: That makes sense. Let me reassure you — I'm not calling to pressure you into a decision. My role is just to understand your situation and help you narrow down the right option if it's useful. If now isn't the right time, I'm happy to keep it very brief.

Student: Okay, brief then.

Sales Agent: Absolutely. Just so I don't send irrelevant information, can I ask three quick questions only?

Student: Fine.

Sales Agent: Which university are you going to?

Student: SOAS.

Sales Agent: When are you planning to move in?

Student: September.

Sales Agent: And do you care most about lower price, better location, or private space?

Student: Private space.

Sales Agent: Perfect — that already helps. Based on that, I'll recommend one suitable option rather than flooding you with choices. Then you can review it in your own time, without pressure.

Student: Okay.

Sales Agent: The reason I'm doing it that way is because most students don't need more noise — they need clearer guidance.

Student: Yes.

Sales Agent: So I'll send one recommended option with the details. If after reading it you want help, I'm here. If you'd prefer I follow up by message instead of phone, that's also absolutely fine.

Student: Message is better.

Sales Agent: Perfect. I'll respect that. I'll send everything now and check in by message tomorrow. Thanks, Elena.

Trainer Notes

This script is about emotional control and respect. The agent wins permission to continue instead of forcing the conversation.

Mistakes to Avoid

defending yourself too much

pretending the student isn't upset

continuing the same sales tone after the objection to pressure

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PART 6 — CLOSING LINES FOR DIFFERENT SITUATIONS

When the student is ready

"I can guide you through the booking steps now if you'd like."

When the student wants time

"I'll send everything over so you can review it properly, and I'll check back with you at [time/day]."

When the parent is involved

"I'm happy to go through the details with both of you so the decision feels clear."

When the student is comparing

"I'll send you the details clearly so you can compare properly rather than just comparing headline prices."

When budget is the issue

"I'll narrow down the most sensible option within your range, rather than giving you too many."

PART 7 — CRM ACTIONS AFTER EVERY CALL

After every training roleplay and every live call, the agent should practice the CRM habit:

Example CRM Note

"Spoke with student. Starting at KCL in September. Prefers studio. Budget around £350/wk. Main concerns: location and safety. Recommended [Residence Name]. Quote to be sent by email/WhatsApp. Follow-up scheduled for tomorrow morning."

Pipeline

Follow-up if active

Negative only after proper attempts / valid reason

Enrolled once booked and placed

Tags (if relevant)

Waiting for visa

AY booking tags

Parent involved

Budget sensitive

Task

Always create the next follow-up task.

PART 8 — FINAL MESSAGE TO SALES AGENTS

Great PBSA sales calls do not sound clever. They sound clear. They sound calm. They sound helpful.

The strongest agent is not the one who talks the most. It is the one who:

understands the student properly

reduces uncertainty

recommends with confidence

handles objections without panic

controls the next step professionally

That is how trust is built. That is how bookings happen. That is how strong PBSA sales performance is created.