



Fast Action Workbook

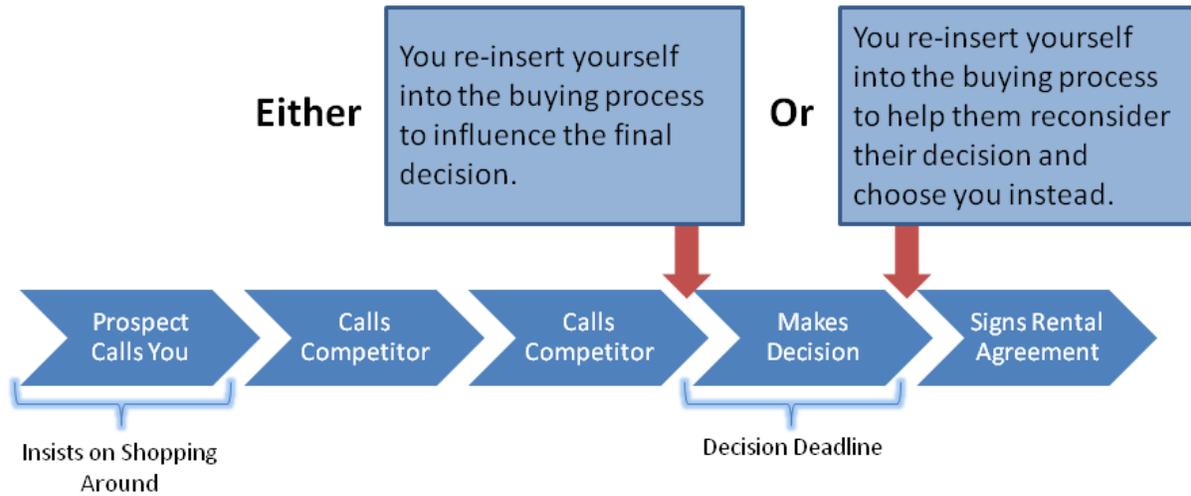
WORKSHOP: EFFECTIVE FOLLOW UP

SESSION 2: WHEN THE PROSPECT WANTS TO KEEP SHOPPING

THE BIG PICTURE OVERVIEW

Snag a Shopper

With Effective Follow Up



The overall objective is to:

1. Tactfully re-engage with your prospective customer after they have done some shopping, but before or immediately after their decision deadline.
2. Discover what they have found in the market.
3. Give yourself another chance to sell your service.

It will be easiest to tactfully re-engage with your prospect if you have their permission.

TWO APPROACHES TO GETTING PERMISSION TO FOLLOW UP

THE BETTER DEAL APPROACH

Since you want the prospective customer to feel good about you getting back in touch with them after some delay, I recommend you let them know you **may** be able to do better, but you have to do something first before you can be certain (thus buying you the time to let them do their shopping and allowing you to swoop in later when you can continue the conversation from a position of strength).

So who do you need to talk to before you can get back with them (circle one):

1. "Let me talk with my **boss** and see if I can do a little better on the price or move-in incentive."
2. "Let me talk with my **coworker** and see if I can do a little better on the price or move-in incentive."
3. "Let me **think it over** and see if I can do a little better on the price or move-in incentive." (in this case you are checking in with yourself)
4. Other idea of your own creation _____

PRACTICE WHAT YOU ARE GOING TO SAY – BETTER DEAL APPROACH

In the second session I give this example:

Offering a better deal would sound something like this: "Ms. Smith, I understand that you would like to shop around. I would love to have your business. I think my boss/coworker might allow me to do a little better on the monthly rent or the move-in special. Would it be Ok if I touch base with you later today and let you know what I found out?"

You don't have to say it just like the example. Go ahead and add your own style. However you proceed, you will sound more relaxed and at ease if you have practiced how you are going to ask permission to call back.

Write out your approach in the space below.

Remember to say it out loud a few times. Sometimes what you write down sounds odd or stiff when you say it out loud, and you might decide to adjust.

Now that you know what you are going to say, practice saying it another five times. The first times through were to get it to sound right. Now you are trying to get it down into your brain so that you can say it when you need it. Trust me on this. Feel free to check off your practices below if it will give you a sense of accomplishment 😊.

Practice: 1. 2. 3. 4. 5.

CRAFTING YOUR BETTER OFFER

You since you are eventually going to need to offer a better deal, let's use the next few steps to figure out what exactly you are going to offer.

Step 1. A better deal doesn't always have to come in the form of a better price. Name five ways you can increase the perceived value of your offer without lowering the rental price. Several ideas were mentioned in the session. Feel free to plagiarize them, or come up with your own. The important thing to remember is that you are looking for things that will be valuable to the prospective customer you are working with and their set of circumstances.

1. _____
2. _____
3. _____
4. _____
5. _____

THE MEET OR BEAT APPROACH

You did the analysis above to create the “better offer” first because it will help you to decide how low you are willing to go with a meet or beat offer. Here are a few reasons I would encourage you to make some decisions about how low you would be willing to go before you would rather not have the business.

- Thinking about it on a unit by unit basis may help you realize that in some instances you would be willing to go pretty low in order to get some revenue, rather than nothing, because you have plenty of units available.
- You may decide that you have so few of some units or that demand for certain units is very high that you don’t want to offer to meet or beat on those units at all. Or possibly you can anticipate a surge in demand due to some upcoming event like a military deployment or a nearby university letting out for the summer and this will affect your thinking.
- Deciding in advance can be more peaceful. It can help take away the emotion that some store managers feel when a shopper really drives a hard bargain. You’ve decided in advance what you are going to move forward with and what you are not.
- Most people like the peace of mind that comes with having thought through things, and feel well prepared if they want to make last minute adjustments.

PRACTICE WHAT YOU ARE GOING TO SAY – MEET OR BEAT APPROACH

In the session I give this example:

You: "It sounds like you want to do a little more shopping. I can understand that. I'm confident you would have a good experience here and I'd love to have your business. We have a policy of meeting or beating our competitor's prices. Do you plan on doing most of your calling around this afternoon?"

Prospect: "Yeah, I plan on calling a few of the other self storages I found online."

You: "How about I give you a call back a little later today and see what you've found out as far as prices and specials go and then I'll blow them out of the water. Would that be ok?"

You don't have to say it just like the example. Go ahead and add your own style. However you proceed, you will sound more relaxed and at ease if you have practiced how you are going to ask permission to call back.

Write out your approach in the space below.

Remember to say it out loud four or five times. Sometimes what you write down sounds odd or stiff when you say it out loud, and you might decide to adjust.

Now that you know what you are going to say, practice saying it another five times. The first times through were to get it to sound right. Now you are trying to get it down into your brain so that you can say it when you need it. Trust me on this. Feel free to check off your practices below if it will give you a sense of accomplishment 😊.

Practice: 1. 2. 3. 4. 5.

PREPARING FOR THE ACTUAL FOLLOW-UP CONTACT

Here are the two recommendations made in the Session for the actual follow up call.

1. Always ask first about how their shopping is going and what they have found so far.
2. After you have made your better offer, always invite the prospect to make some commitment that will move the buying process forward.

DISCOVER WHAT THEY HAVE LEARNED SO FAR

You want to find out what they have learned from the market because you want to confirm that if they intend to do some additional shopping, they have already done some of it. If you are too early in your follow up, then you might offer a better deal and still fail to get a commitment to rent because they still feel compelled to shop around.

Remember, the ideal timing is to swoop in right before or right after they feel like they are done shopping.

Regarding the first recommendation to always ask first about how their shopping is going here's the sample dialogue I used in the session:

Kenny: Hi Mary, this is Kenny from SuperDeluxe Storage. I'm just calling you back like I said I would and I have good news. The good news is I was able to get permission to sweeten the deal we discussed earlier today. I'm curious, have you called many other storages in the area?

Mary: Yes, I called a few others.

Kenny: What have you found out so far?

I understand this might not be exactly your style, so write out your approach in the space below.

Remember to say it out loud four or five times. Sometimes what you write down sounds odd or stiff when you say it out loud, and you might decide to adjust.

(You know by now what is coming next... 😊)

Now that you know what you are going to say, practice saying it another five times. The first times through were to get it to sound right. Now you are trying to get it down into your brain so that you can say it when you need it. Trust me on this. Feel free to check off your practices below if it will give you a sense of accomplishment.

Practice: 1. 2. 3. 4. 5.

INVITE THE PROSPECT TO MAKE A COMMITMENT

You ask for a commitment because you want the prospective customer to feel like they are done shopping. You want them to feel like they have everything figured out and that they have it clear in their mind what their next step will be to finish up the chore of renting a storage space.

In the Session I suggest a few commitments that you might want to ask for:

Some simple invitations include

- An invitation to reserve the unit so that you can take it out of your inventory and hold it for them.
- An invitation for the prospective customer to come to your office and take the next step and fill out the paperwork.
- Or you can make a softer invitation for them to come see your property in person and confirm that they are comfortable with the location and the storage space you have picked out for them.

Unless you are in the habit of asking for a commitment, this part is one of the most challenging for many self storage managers. Even if you skipped the other sections inviting you to figure out what you are going to say, **I would recommend you don't skip this one.**

Write out your commitment question(s) in the space below. Grab another sheet of paper if you need more room.

Remember to say it out loud four or five times. Sometimes what you write down sounds odd or stiff when you say it out loud, and you might decide to adjust.

Now that you know what you are going to say, practice saying it another five times. The first times through were to get it to sound right. Now you are trying to get it down into your brain so that you can say it when you need it. Trust me on this. Feel free to check off your practices below if it will give you a sense of accomplishment.

Practice: 1. 2. 3. 4. 5.

REMEMBER THE OBJECTIVE



The overall objective is to:

1. Tactfully re-engage with your prospective customer after they have done some shopping, but before their decision deadline.
2. Discover what they have found in the market.
3. Give yourself another chance to sell your service.

Don't get so wrapped up in the recommendations that you get stuck trying to follow them mechanically and lose sight of the objective. Use the tools and approaches outlined here as building blocks that will allow you to stay engaged with your prospective customers and rent more storage spaces.