



Fast Action Workbook

WORKSHOP: EFFECTIVE FOLLOW UP

SESSION 4: THEY WANT TO RENT – BUT NOT FOR A WEEK OR MORE

THE BIG PICTURE OVERVIEW



The overall objective is to:

1. Stay engaged with your prospective customer until the rental agreement is signed. Your competitor still have the chance to influence the outcome during this time. You don't want to lose a customer because of neglect.
2. Don't become complacent just because you have a reservation or appointment.
3. Be part of the rescheduling process if a reschedule is necessary.

Tip: One good reason to ask for an appointment with a specific date and time is to help you time your follow up attempts. Confirming an appointment is socially acceptable.

CONSIDER YOUR TIMING

If the appointment or approximate date needed is within a month:

1. Follow up a couple days after the initial contact
2. Follow up again once each calendar week between the first follow up contact and the expected rental date.
3. Over the course of your follow up contacts you are converting any vague appointments specific appointments with specific dates and times.
4. Follow up the day before the appointment to confirm and reschedule if necessary.

If the appointment or approximate date needed is more than month away:

1. Follow up once a month until you are within a month of the appointment or approximate date needed.
2. Once you are within a month of the appointment or approximate date needed then you will move to a oncer-per-week schedule of follow up contacts.

For a more visual explanation of the above recommendations, check out the video in the resources section of session 3.

CALENDAR SOME CALLS

By now you should have some calls written down on your call tracking sheet (or something similar). If any of these have set an appointment or the approximate date needed is within a month of your initial contact, fire up your calendar and schedule the times when you will follow up. The important thing is to set the time and day for the follow up. We will figure out what you are going to say in the next step.

If you are going to make a mistake, it is better to follow up too much rather than too little.

REASONS TO CALL

If the appointment or date needed is more than a week away, there are other follow up contacts that you should be making before the final “confirming the appointment” call. Therefore, when you follow the recommendations to stay engaged with your prospect through more than one follow up contact, you will need some reasons to call other than to confirm the appointment.

Here are the example reasons I gave in the session.

- Check in to see if they have additional questions or concerns. That would sound something like: "Just giving you a call to see if you've had any questions or concerns come to mind since the last time we talked."
- Clarify a general time to for them to come to your store to a more specific time. That would sound something like: "I know you said you would be coming in sometime the middle of this week. Is there any chance we could firm up a day and time because I want to make sure I'm here and available to give you my full attention at a time that is convenient for you."
- Let them know that an even more desirable unit has become available. That would sound something like, "I know we talked about a 10x10 storage space. I just had a space come available on the front row. In my opinion the front row is more secure because I can see it when I step out of the office for any reason, and people at the gate can see it even before they come onto the property. Would you like me to reserve that space for you? (Or, would you like me to move your existing reservation?) By the way, when did you plan on coming in because I'd like to make sure I'm available with my full attention when you come."

- A call that sweetens the deal is always welcome. For example, you might consider offering a coupon for a free box. That would sound something like: "I know we talked about your storage space a few days ago. Just in case you were putting together you packing supplies, I just wanted to let you know that we have a new promotion where we are giving away a free box. Are we still on for the storage rental on Wednesday?"
- Rather than give boxes away, you might simply call to let them know you sell boxes less expensively or better quality than Home Depot. That would sound something like "I forgot to ask you when we spoke last whether you are still packing or looking for moving supplies. If you are, some people don't think of their storage place as a good place to get boxes. I'm just bringing it up because our boxes are meant for moving and storage and surprisingly, they are less expensive than what you would find at Home Depot or Lowes. Also, I just want to confirm, are we still on for Wednesday?" (Price your boxes appropriately compared to Home Depot before doing this one. You can't just claim lower prices unless they are, in fact, lower.)
- Another reason for calling could be to raise their awareness about the importance of a high-quality lock. That would sound something like: "I just wanted to give you a quick call because I forgot to mention the importance of your lock in our conversation the other day. I thought you might be preparing you things for storage and may be looking for a lock about now. You are welcome to bring any lock you like, however I would recommend a high security disc lock. It is your best deterrent to any theft or vandalism. You can pick a decent one up at Home Depot or Lowes. We also sell a really nice lock here if you just want to make it a one-stop trip. Are we still on for Wednesday?"

TRY IT

Take a look at your recent calls activity (you have been using a call tracking sheet of some sort haven't you) and find someone who doesn't need a storage space for more than a week.

Step 1. If you didn't do this earlier in the workbook, calendar your follow up contacts.

Step 2. Make some initial decisions about how you are going to approach each follow up contact. The purpose here is to think through a reason for each call or contact.

Reason for follow up contact 1: _____

Even if you want to go with one of the ideas above you might want to put the idea across in your own words. 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 with a coworker or a friend. Have the other person play the part of the prospective customer and you play your role as the person representing the business. A little practice in a safe environment will do wonders for your confidence and effectiveness. The key is to get to a point where it flows naturally and that you feel comfortable that the follow up call will be a positive experience for you and for your prospective customer. (If it feels uncomfortable, then you will feel reluctant. Reluctance doesn't help.)

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.

Reason for follow up contact 2: _____

Even if you want to go with one of the ideas above you might want to put the idea across in your own words. 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 with a coworker or a friend. Have the other person play the part of the prospective customer and you play your role as the person representing the business. A little practice in a safe environment will do wonders for your confidence and effectiveness. The key is to get to a point where it flows naturally and that you feel comfortable that the follow up call will be a positive experience for you and for your prospective customer. (If it feels uncomfortable, then you will feel reluctant. Reluctance doesn't help you.)

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

Reason for follow up contact 3: _____

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