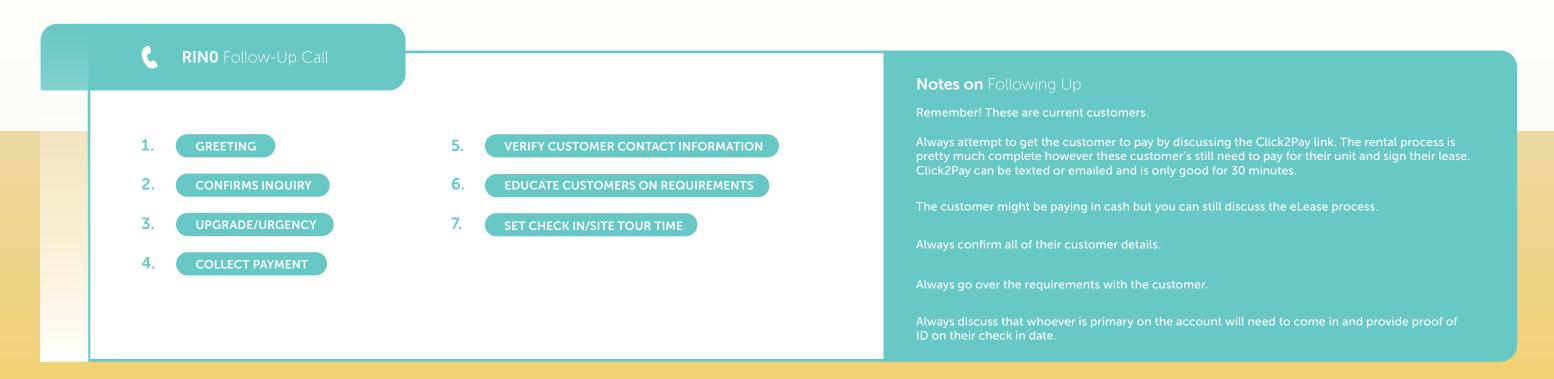


## Follow-Up Call Scripts Quick Guide





## Notes on Following Up

Remember! These are current customers.

These customer's have already paid and some might have already signed their lease but in case they have not still go ahead and discuss the eLease process and see if they've received a copy. If they haven't, then go ahead and send one over to their email.

Always confirm all of their customer details even if the lease has already been signed. In the Rental Manager if the lease has already been signed there will be a little green check mark under the eLease column.

Always go over the requirements with the customer

Always discuss that whoever is primary on the account will need to come in and provide proof ID on their check in date



## Follow-Up Call Scripts Quick Guide

**SpareFoot Lead GREETING/ CONFIRMS INQUIRY UPGRADE / URGENCY** ASSUME THE RENTAL PAYMENT OVERCOMES OBJECTION (if applicable) ASSUME THE RINO (if applicable) **EDUCATE CUSTOMER ON REQUIREMENTS** SET CHECK IN/SITE TOUR TIME **Notes on** Following Up Remember! These leads have not rented. Doesn't inform the customer of the actual rental process.

**Abandoned Cart Lead GREETING/ CONFIRMS INQUIRY** OVERCOMES OBJECTION (IF APPLICABLE) **UPGRADE/CREATES URGENCY** ASSUME THE RENTAL ASSUME THE RINO (IF APPLICABLE) 6. **EDUCATE CUSTOMER ON REQUIREMENTS** SET CHECK IN/SITE TOUR TIME **Notes on** Following Up Remember! These leads have not rented. More educated about what StorageMart is all about but not as educated as a customer who went through the SRC.

**Curious/ Gated Lead \* GREETING/ CONFIRMS INQUIRY** SIZE AGREEMENT (IF APPLICABLE) **UPGRADE / URGENCY ASSUME THE RENTAL** OVERCOMES OBJECTION (if applicable) ASSUME THE RINO (if applicable) MOVE IN INFO/REQUIREMENTS SET CHECK IN/SITE TOUR TIME **Notes on** Following Up U.K. only lead\* Extremely vague (a cold call really). phone number. Customer is not as educated as a customer who has talked to a rep in the SRC.



## Follow-Up Call Scripts Quick Guide

**Full Live Sales Call** GREETING / SIZE AGREEMENT (if applicable) UPGRADE FEATURES OF THE FACILITY MOVE IN TIMEFRAME CREATE URGENCY **ASSUME THE RENTAL** PAYMENT OVERCOMES OBJECTION (if applicable) ASSUME THE RINO (if applicable) MOVE IN INFO/REQUIREMENTS SET CHECK IN/SITE TOUR TIME Notes on Following Up Remember! This is a LOCATION LEAD type. Little to no knowledge about StorageMart. This is a BRAND NEW Lead. needs fully educated.

**SRC Lead** GREETING **CONFIRMS INQUIRY** UPGRADE **CREATE URGENCY ASSUME THE RENTAL** PAYMENT OVERCOMES OBJECTION (if applicable) ASSUME THE RINO (if applicable) **EDUCATE CUSTOMERS ON REQUIREMENTS** SET CHECK IN/ SITE TOUR TIME **Notes on** Following Up Remember! This is a CALL CENTER LEAD type. Covers all billing and process topics, secures leads and rentals.

**Lead** Follow-Up Voicemail GREETING **CONFIRMS INQUIRY CREATES URGENCY ASSUME THE RENTAL** LEAVE CALLBACK INFORMATION Notes on Following Up Remember! This is a LEAD FOLLOW UP type. Must keep this short and to the point 45 seconds or so. Always mention to press "option 2" when leaving callback information so that when they call back they get you directly and not someone they've already talked to like a representative