



Follow-Up Call Scripts Quick Guide



RINO Follow-Up Call

1.

GREETING
2.

CONFIRMS INQUIRY
3.

UPGRADE/URGENCY
4.

COLLECT PAYMENT
5.

VERIFY CUSTOMER CONTACT INFORMATION
6.

EDUCATE CUSTOMERS ON REQUIREMENTS
7.

SET CHECK IN/SITE TOUR TIME

Notes on Following Up

Remember! These are current customers.

Always attempt to get the customer to pay by discussing the Click2Pay link. The rental process is pretty much complete however these customer's still need to pay for their unit and sign their lease. Click2Pay can be texted or emailed and is only good for 30 minutes.

The customer might be paying in cash but you can still discuss the eLease process.

Always confirm all of their customer details.

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 of ID on their check in date.



RIN Follow-Up Call

1.

GREETING/CONFIRMS INQUIRY
2.

VERIFY/OBTAIN CUSTOMER CONTACT INFORMATION
3.

EDUCATE CUSTOMERS ON REQUIREMENTS
4.

SET CHECK IN/SITE TOUR TIME
3.

UPGRADE

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 of ID on their check in date.



Follow-Up Call Scripts Quick Guide



SpareFoot Lead Follow-Up Call

1. GREETING/ CONFIRMS INQUIRY
2. UPGRADE / URGENCY
3. ASSUME THE RENTAL
4. PAYMENT
5. OVERCOMES OBJECTION (if applicable)
6. ASSUME THE RIN0 (if applicable)
7. EDUCATE CUSTOMER ON REQUIREMENTS
8. SET CHECK IN/SITE TOUR TIME

Notes on Following Up

Remember! These leads have not rented.

SpareFoot says things like, "unit reserved" (Needs a thorough breakdown of what a rental vs an inquiry through SpareFoot is).

Doesn't inform the customer of the actual rental process.

Not as educated as someone who went directly to our website.



Abandoned Cart Lead Follow-Up Call

1. GREETING/ CONFIRMS INQUIRY
2. OVERCOMES OBJECTION (IF APPLICABLE)
3. UPGRADE/CREATES URGENCY
4. ASSUME THE RENTAL
5. PAYMENT
6. ASSUME THE RIN0 (IF APPLICABLE)
7. EDUCATE CUSTOMER ON REQUIREMENTS
8. SET CHECK IN/SITE TOUR TIME

Notes on Following Up

Remember! These leads have not rented.

Practically completed the rental process but did not finalize the rental.

More educated about what StorageMart is all about but not as educated as a customer who went through the SRC.



Curious/ Gated Lead * Follow-Up Call

1. GREETING/ CONFIRMS INQUIRY
2. SIZE AGREEMENT (IF APPLICABLE)
3. UPGRADE / URGENCY
4. ASSUME THE RENTAL
5. PAYMENT
6. OVERCOMES OBJECTION (if applicable)
7. ASSUME THE RIN0 (if applicable)
8. MOVE IN INFO/REQUIREMENTS
9. SET CHECK IN/SITE TOUR TIME

Notes on Following Up

U.K. only lead*

Remember! These leads have not rented.

Extremely vague (a cold call really).

The manager only has a name (sometimes just a first name) and a 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

1. GREETING / SIZE AGREEMENT (if applicable)
2. UPGRADE
3. FEATURES OF THE FACILITY
4. MOVE IN TIMEFRAME
5. CREATE URGENCY
6. ASSUME THE RENTAL
7. PAYMENT
8. OVERCOMES OBJECTION (if applicable)
9. ASSUME THE RIN0 (if applicable)
10. MOVE IN INFO/REQUIREMENTS
11. SET CHECK IN/SITE TOUR TIME

Notes on Following Up

Remember! This is a LOCATION LEAD type.

You are the customer's first point of contact.

Little to no knowledge about StorageMart.

This is a BRAND NEW Lead.

Ask discovery questions to determine how to meet needs, customer needs fully educated.



SRC Lead

1. GREETING
2. CONFIRMS INQUIRY
3. UPGRADE
4. CREATE URGENCY
5. ASSUME THE RENTAL
6. PAYMENT
7. OVERCOMES OBJECTION (if applicable)
8. ASSUME THE RIN0 (if applicable)
9. EDUCATE CUSTOMERS ON REQUIREMENTS
10. SET CHECK IN/ SITE TOUR TIME

Notes on Following Up

Remember! This is a CALL CENTER LEAD type.

Pretty educated on how StorageMart does business.

Covers all billing and process topics, secures leads and rentals.



Lead Follow-Up Voicemail

1. GREETING
2. CONFIRMS INQUIRY
3. CREATES URGENCY
4. ASSUME THE RENTAL
5. 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.

Avoid office hours or discussing packing supplies.

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 in the SRC.