



Your Store's PHONE & WALK IN SCRIPT

*Circle Phone or Walk In above & please make extensive notes throughout this sheet & use one sheet for each call &/or walk-in.

NAME: _____
ADDRESS: _____
EMAIL ADDRESS: _____

PHONE: _____
FAX: _____
CELL: _____

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ANSWER: Thank you for calling _____; Where we move you in Free, this is (YOUR NAME, said while lowering your voice)

CALLER: (USUALLY ASK QUESTION ABOUT THE PRICE), Use the 4 magic questions to get control 1- "Have you ever rented Self Storage before" 2- "What do you have to store?" 3- "When do you need to get moved in?" 4- "How long do you think you'll need storage?" are good questions to get them talking about their needs, so you can recommend a size and quote a price as soon as possible.

YOU: (WHEN QUOTING THE RECOMMENDED SIZE AND PRICE -AS SOON AS 4 Q'S ARE ASKED):
"That size is only (\$_____, don't say dollars) a month and it includes these benefits":

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- We are **INCREDIBLY NEAT AND CLEAN** —the kind of place you'll feel very comfortable storing your valuables in. You'll love our **Custom COFFEE BAR, and Warm Cookies** in the office and all the ways we make storage better. Sometime while showing the customer his unit ask: **5- How much would you say your contents are worth?**
- We have lots of **MOTION SENSING CAMERAS**, and access is **CONTROLLED BY ELECTRONIC KEYPADS** for our truck dock w/leveler, automated double door entry and unique side entries, this allows only the customers on the property and lets us know who is on the property at all times.
- We have **PROPERTY LIGHTS AND HALLWAY SYSTEMS THAT ARE FULLY AUTOMATED as you walk thru** for your convenience
- We are **OPEN 7 DAYS A WEEK** so we are here when you need us. **OUR OFFICE HOURS ARE 9am-6pm M-SAT. and 12pm -4pm ON SUNDAYS. YOUR ACCESS HOURS ARE FROM 6AM TO 10PM DAILY**, including Holidays.
- Our storage rooms are **RENTED BY THE MONTH**, so you are not tied to a long term contract
- We offer **CLIMATE CONTROL ROOMS** for your comfort. Climate control units are great for things such as antiques, records & files, photos & really anything coming from inside your home or office since there are no temperature extremes. Our **Drive Up Loading Areas are so convenient**, right next to our units and this is something that will reduce the normal stress of getting in and out of your storage room.
- We are **PROFESSIONAL STORAGE COUNSELORS** trained to help you make the most of your
- storage experience. Our **CONFERENCE ROOM** makes it easy to run your business more efficiently and of course we offer **PACKAGE DELIVERY ACCEPTANCE** while you are out, full meeting facility services & concierge services for those special presentations and events.
- We **SELL A FULL LINE OF BOXES, PACKING & MOVING SUPPLIES** so **don't pack until you see me**, I have lots of **FREE HELPFUL HINTS** to give you when you get here. With our **BUNDLE DISCOUNTS & BUYBACK PROGRAM**, you get the best for less with no worries.
- We can **MOVE YOU IN FREE**, using our local strategic partner with their driver and large truck provided to you for two hours FREE. He will also give you our rate on additional time and services.

(DISCUSS OTHER PARTICULARS AND ASK QUESTIONS)

If interested, then give particulars at the end of questioning/answer period (i.e. availability, inside unit's access hours etc.) If you are full, **Remember**, "Our availability changes by the day/hour. You need to come see the property today and we'll be able to quickly decide what's right for you and get you space." **Continue to use script in all cases; they need to see your site. CREATE URGENCY FOR THEM TO VISIT ASAP.**

NO NEGATIVE DESCRIPTIONS

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YOU ALWAYS ASK: HOW DID YOU HEAR ABOUT US, OR WHO REFERRED YOU TO US?
Website, Google, YP Page # or Referred By: _____ (INSERT TRAFFIC SOURCE HERE)
(Remember, THE GOAL OF THE CALL IS TO GET THEM TO THE SITE).

YOU: **DO YOU KNOW WHERE WE ARE LOCATED AND HOW TO GET HERE?**
(Give directions, start by asking where they are now, and give directions as you would have them take the action (i.e. go 1.5 miles and turn right onUSE LANDMARKS)

DO YOU HAVE ANY QUESTIONS I CAN HELP YOU WITH?

WHEN CAN YOU COME BY AND SEE OUR MODEL UNIT, so we can choose the right size for you?
THIS AFTERNOON OR TOMORROW MORNING? ONLY OFFER TWO TIMES TO CHOOSE FROM

YOU—BEFORE HANGING UP

I WANT TO E-MAIL, FAX OR MAIL YOU SOME INFORMATION ABOUT OUR PROPERTY (or visit our website at www.XXXXX.com) WHICH DO YOU PREFER?

THANK YOU for calling _____my name is (YOUR NAME)
I'll see you . . . "at _____(time today)" or "when you get here on _____ (other day of their visit) at _____" (time.)
Let prospect hang up first – that way you are sure he/she is finished.