

Following Up By Email

Following up is one of the main determining factors in whether or not your leads move in. Not only does following up help the customer feel confident that your facility is the right choice, but it's also an opportunity for you to confirm the details of their reservation and set expectations as to what's next. Though it's always best to try and reach a customer by phone as soon as possible after they reserve, most storage customers are in the middle of a life change so reaching them by phone can prove to be quite difficult. With more and more customers conducting business by email, sometimes the best way to follow up is by sending the customer a quick and friendly email.

We know that drafting an email response can sometimes be quite time-consuming, so we've created a template email that you can simply copy and paste in your follow up email to your customers. Just be sure to replace the missing details depicted in brackets below!

Hi [CUSTOMER NAME],

My name is [NAME] and I am the [JOB TITLE] at [FACILITY]. I just received your storage reservation and wanted to send a quick email confirming that we have placed a hold on the [SIZE] unit you requested for a move in date of [DATE].

I'd love a moment to speak with you and confirm the details of your reservation, go over what you'll need to get moved in, and ensure that I answer any questions you might have.

Please give me a ring at your earliest convenience at [PHONE NUMBER]. We are here from [HOURS OF OPERATION]. We look forward to seeing you soon!

[NAME]
[JOB TITLE]

[FACILITY NAME]
[ADDRESS]
[PHONE NUMBER]