

Follow Up Call Checklist

Following up can be the difference between whether your leads move in or not. In fact, facilities that call their leads within the first 10 minutes of receiving their reservation are 25% more likely to convert those leads to tenants. Think of a follow up call as your opportunity to establish a personal connection with your customer and reassure them that they have picked the right facility!

Not quite sure what to say on the follow up call? Not to worry - we've created a simple to follow checklist to help ensure that you've made the most of your follow up call.

- Set the tone of the call:** The follow up call should not be positioned as a sales call or an attempt to collect deposits or payment information from the customer. Instead, use this call as an opportunity to develop a personal connection with the customer and answer any questions they may have.
- Confirm reservation details:** Confirming the details of the customer's reservation is a great way to ensure both you and your customer's expectations are aligned. Recap what their monthly rent will be, any promotions they may have received, and ensure that their belongings will fit in the unit size they've reserved.

Note: SpareFoot allows customers to place a free hold on a unit - please do not request that the customer pay a deposit to hold the unit. Also, be sure to honor the price and promotion that the customer locked in with their reservation, even if you've changed them since then.

- Set move-in day expectations:** Give the customer a quick highlight of what they can expect at move-in: signing their paperwork, the amount they will pay, how they can access their unit, etc.
- Provide a point of contact:** Though SpareFoot can assist customers with canceling or modifying a new reservation, we are unable to assist them with billing or move-in details. Let the customer know who they should contact if they have any additional questions come up.

Tip: Most storage seekers are in the middle of a life change so they may be difficult to reach via phone. If you are not able to reach a customer by phone, try sending them an email instead!