

4 Tips for Better Storage Seeker Interactions

Self-storage managers have the opportunity to make a real difference every day. We've all heard of the 4 D's of self-storage demand: **Dislocation**, **Divorce**, **Death**, and **Density**.

Based on our confirmed tenant post-move-in survey, 64% of renters needed storage because they were moving. We also know moving can be one of the most stressful times in someone's life so compound that stress with other potential stress factors around the reason for someone's move. The possibility of having emotional, stressed out storage seekers is pretty high. It's for this reason, managers have an opportunity to make a huge impact in someone's day. Show compassion and make their experience with your facility easy, painless and stress-free.



How can you do this?



Call them.

Follow-up calls are one of the most effective ways to ensure prospects move-ins. Some managers are hesitant and feel “salesy” making these calls but most customers want it and expect it. We’ve asked SpareFoot customers and 91.4% of them said the follow-up call they received was helpful. Plus, your competition is doing it and they are doing it quickly -- within 10 minutes for the top-performing facilities. The REITs and large operators train their managers on customer follow-up and some even have SpareFoot-specific playbooks which have shown success in improving move-in rates. For smaller operators, it may just be managers need to get comfortable making these calls, so practice can help. Luckily, follow-up calls are usually very brief. The average length is under 2 minutes and the focus is not to “sell” but to confirm someone’s reservation, ensure they’ve picked the right unit size and type for their needs, and answer any questions they may have so they know what to expect on move-in day.



Email if no answer.

If you can’t get a hold of someone over the phone, email them. Consider writing an email template to work from that you can send -- it doesn’t matter if you have this automated or if you are sending it to each individual customer. This allows you to follow-up and let them know you received their reservation and are available. It also gives you the chance to make contact in the form they may prefer if they didn’t answer the phone.



Answer the phone.

A potential tenant could have outstanding questions or they might prefer speaking with the facility before they show up. Maybe this is someone who you couldn't contact previously or maybe it's someone new. Be available to take this call and make them feel comfortable with their decision so the prospective customer becomes a tenant.



Show compassion.

This may seem obvious but showing kindness and smiling at someone going through a rough time goes a long way. Beyond what a customer sees of your facility online, walking into your office is going to be an important first impression. Take the time to win them over. It's also a good idea to take notes when you speak to customers over the phone or via email so when they visit in-person you remember their specific situation or needs. If you can build rapport, be reliable, and create a seamless experience, it won't go unnoticed, and your compassion will be appreciated.

One more thing...

We've created a visual aid of the 4 follow-up tips to print and hang in your office as a reminder that empathy for the consumer can go a long way to increasing the number of potential customers who become tenants.

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SpareFoot


Question? We're always here.

Contact support@sparefoot.com or call 855-427-8193.

Online 24/7/365 support.sparefoot.com.