

PRICE STALLS

HOW TO USE “PRICE STALLS” IN A PROFESSIONAL PHONE SALES PRESENTATION.

In almost every case, the first question a prospective tenant will ask is ‘How much is your 10x10?’ The first mistake many make is to answer them with a rate.

There are only two marketing reasons this strategy can work:

- You have the cheapest prices in town; you know it and you’re proud of it, -or-
- You have the only site in the market

‘quoting a rate on a space without offering any features and benefits is like trying to sell what’s in a box without telling anyone what is in the box’

By using effective price stalls, you can professionally STALL on quoting a price until you have had a chance to build value. Secondly, your knowledge of particular size probably does not match the image the caller has in their mind.

Suggested Price Stalls:

- ‘let me get my price list, while I’m doing that, let me ask you a few questions’
- ‘to quote the best price, let me ask a few questions’
- ‘a lot goes into a price, so let me tell you what all you get for our price’
- ‘since availability affects pricing, let me ask how soon you will need the unit’
- ‘let me see if I have any of those available’
- ‘so I can save you the most money, let me ask you some questions’
- ‘what is the most important consideration for you to decide where to store?’

There are several important considerations involved in a professional phone sales presentation – preparation, greeting, features & benefits and the close – but a professional self storage consultant should never be without the use of a his or her price stalls.

Since no one price stall necessarily works better than any other, WHICH stall you use is not important; using one that is comfortable for you is the important consideration!