



# Improving Your Sales Skills

**RICK BEAL**  
**ATOMIC STORAGE GROUP**





## IF YOU THINK IT INK IT



1 HOUR- FORGET 50%

24 HOURS- FORGET 75%

7 DAYS- FORGET 90%

18 MINUTES- LOSE YOUR ATTENTION



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**LEARNING TO SELL IS  
ONE OF THE BEST  
INVESTMENTS YOU  
WILL EVER MAKE**

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# SALES



## 1-Explain the logic and benefits

Helps convince others that an idea makes sense. To help employees understand the benefits of a new process

## 2-Communication skills

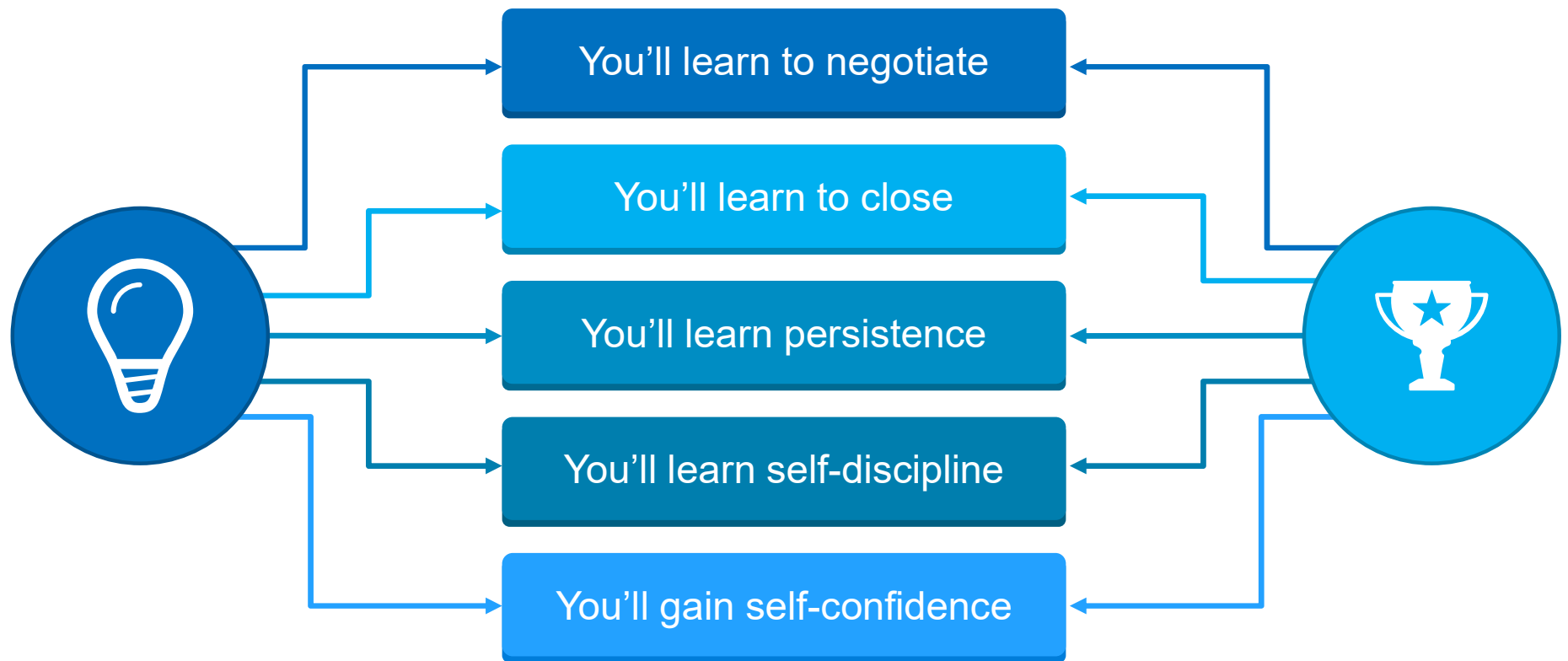
How to best talk with people, how to handle “tough discussions.” How to understand what people really want.

## 3-Relationships

How to treat people, and how to help them get what they want.

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# Are Sales Skills Important?



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Today



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# THEORY

## 3 Philosophies



**1** You must take a proactive approach to everything you do



**2** Be sincere



**3** It's not about you

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# Types of people



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# Mind of Your Customer



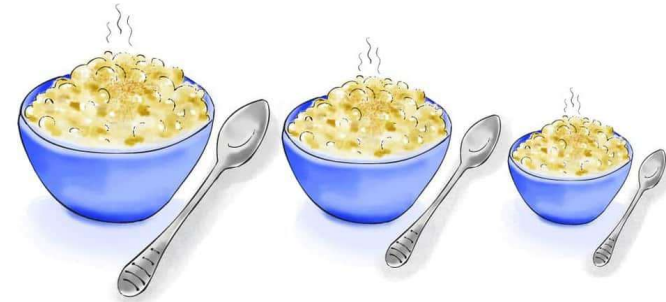
**You need to be respectful of their time**

# The Big 3



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## The Big 3



2

**Not enough detail,  
to simple.**

3

**Has good substance.**

4

**Too much info.**

Concepts are remembered more in three's

# The Big 3



**“Friends,  
Romans,  
Countrymen”**



**The Good,  
The Bad, and  
The Ugly**



**Life, Liberty,  
and the Pursuit  
of Happiness**

# The Big 3

- Red, White, and Blue
- Snap, Crackle, Pop
- Hook, Line, and Sinker
- Blood, Sweat, and Tears
- Signed, Sealed, Delivered
- Tall, Dark, and Handsome
- Ready, Set, Go
- Stop, Drop, and Roll



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**REPETITION IS THE  
KEY TO LEARNING**

# Online Info

A hero banner with a blue and white geometric pattern on the left and a photograph of a smiling woman on the right. The text "WELCOME TO The Storage Advantage" is overlaid on the pattern. Below it is a search bar with the text "FIND A FACILITY NEAR YOU", a search input field containing "City, State, or Zip", and a search button with a magnifying glass icon. Below the search bar is a dark bar with the text "SELECT A STATE: CO | ID | LA | MI | NY | NC | TX".

WELCOME TO  
**The Storage Advantage**

**FIND A FACILITY NEAR YOU**

City, State, or Zip

SELECT A STATE: CO | ID | LA | MI | NY | NC | TX

## THE STORAGE ADVANTAGE DIFFERENCE

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# Info



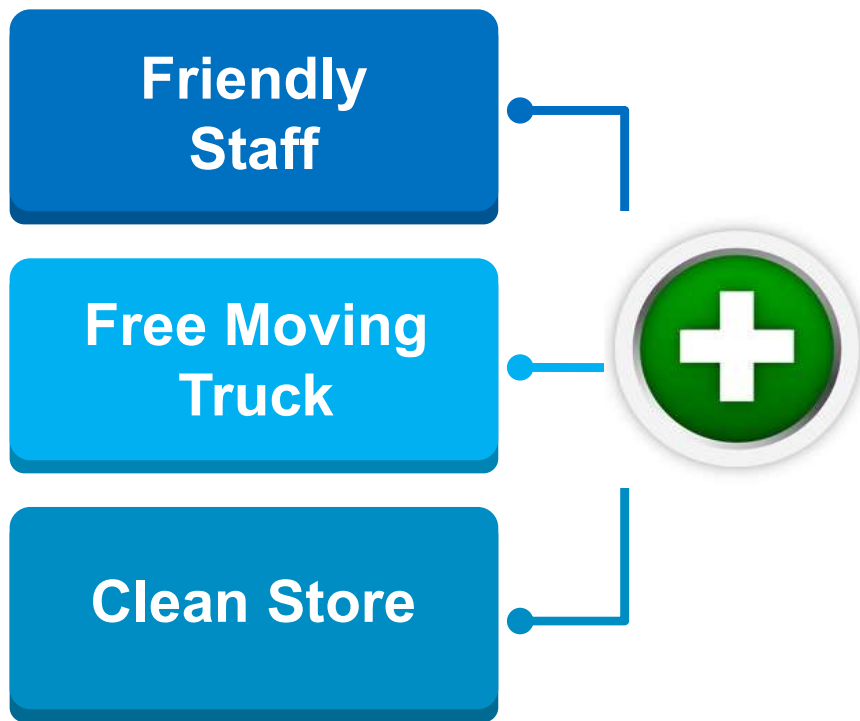
**Phone**



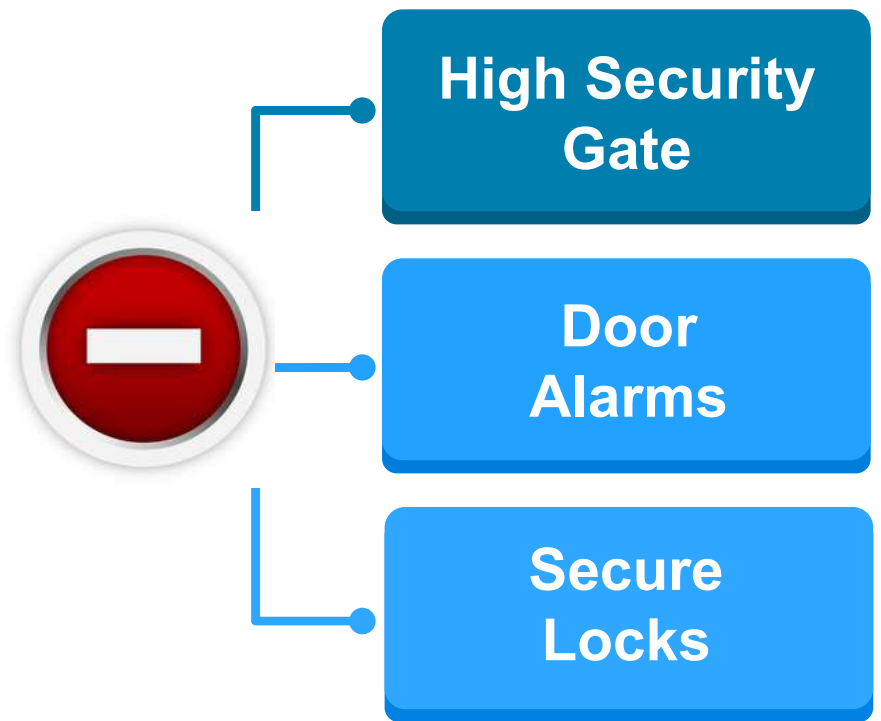
**Tour**

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## Positive Reward



## Negative Aversion



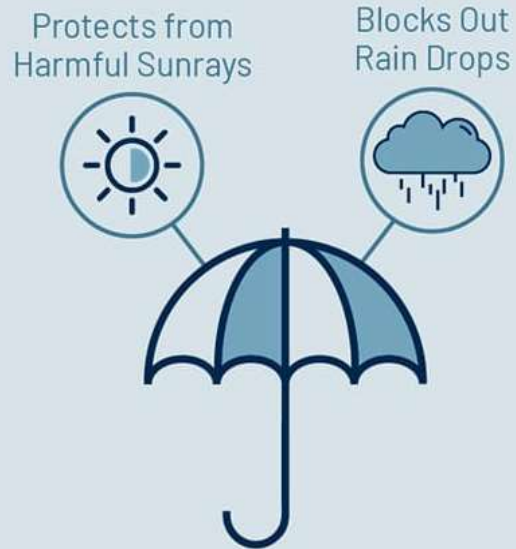
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# Features and Benefits

## FEATURES



## BENEFITS



## Feature

What a product does

## Benefit

Why should they care

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# APPLICATION

# Phones



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TAKE CONTROL OF THE CALL

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# Phones

## PHONE

### GREETING





-  This is *(your name)*, how may I help you?
-  Can I ask who I am speaking to? *(use their name throughout the call)*
-  May I ask you a few questions to get the right size unit?

### 3 QUESTIONS

-  How did you hear about us?
-  When will you need a space?
-  What will you be storing so I can assist you in finding the correct size?

### FEATURED BENEFITS

There are 3 features our customers really like about us:

-  **Security:** You have a personal gate code to get in and we have over \_\_\_ security cameras so your items will be safe while they are here.
  -  **Easy Access:** You can access your items from 6am to 10 pm 365 day out of the year so you can get to your items whenever you need them.
  -  **Temperature Control:** We have both temperature and non-temperature units so it stays warm in the winter and cool in the summer.
- OR*
-  **Conveniently Located:** *(Share major cross streets.)*

### RECOMMENDATION & COMMITMENT

Based on what you are storing, I would recommend a \_\_\_ or \_\_\_; they only run \$ \_\_\_ per month, with no long term leases.

*(If running a special):* If you move in today, you will be able to take advantage of the \$ \_\_\_ move in special.


Which size would you like to rent today?

If no 

We are running low on that size, I can reserve that for you so you can lock in that great price.

If no 

No problem, feel free to come by our office for a tour we are open from 9 to 6, also feel free to rent or reserve online at *(website)*.




 Thank you for calling *(store name & caller's name)*, I look forward to meeting you!

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# Phones

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# Tour

## TOUR

### PRE-TOUR CHECKLIST

- Lock
- Map
- Keys
- Vacant Unit List

### STAND & GREET

- Good Morning/Afternoon. Welcome to *(store name)*, my name is *(your name)*, how may I help you?
- What will you be storing so I can assist you in finding the correct size?

### TOUR

Always assume the tour! Show & tell features and benefits as you pass them.

- Gate Access
- Access Hours
- Lighting
- Cameras
- Temperature Control
- Clean
- Easy Access

### BUILD A RELATIONSHIP

- What's going on in your life that you're needing storage?
- When do you need the space?
- How did you hear about us?

### COMMITMENT

Show the unit.

This unit only runs \$\_\_\_\_\_ per month, with no long term leases. Will this work for you?

*(If running a special):* If you move in today, you will be able to take advantage of the \$\_\_\_\_\_ move in special.

If no

We are running low on that size, I can reserve that for you so you can lock in that great price.

If yes

Great! This is the lock we recommend using.

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- 👉 When do you need the space?
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*If no* →

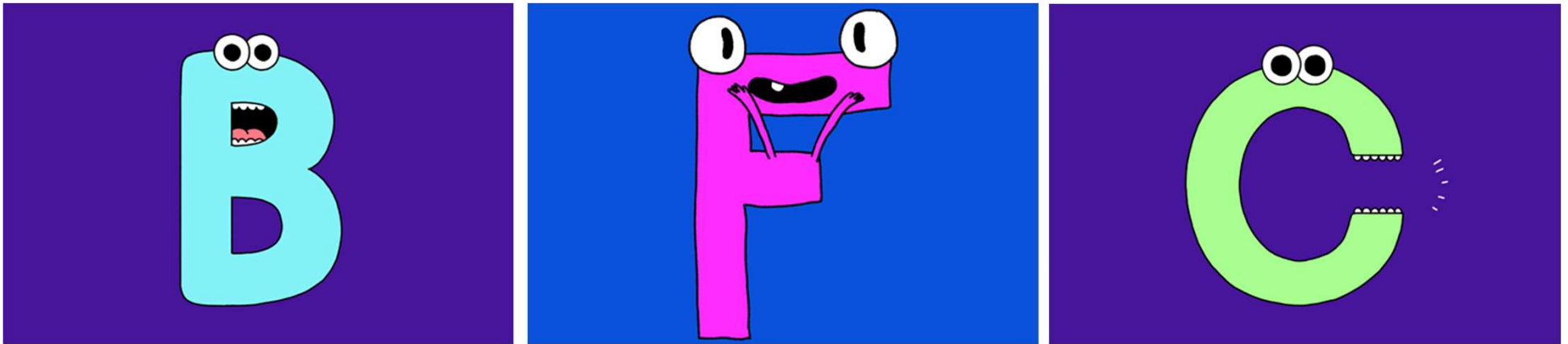
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Tour



# Big Fat Claim

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# OBJECTIONS

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# Objections



**HEAD ON**

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# Objections

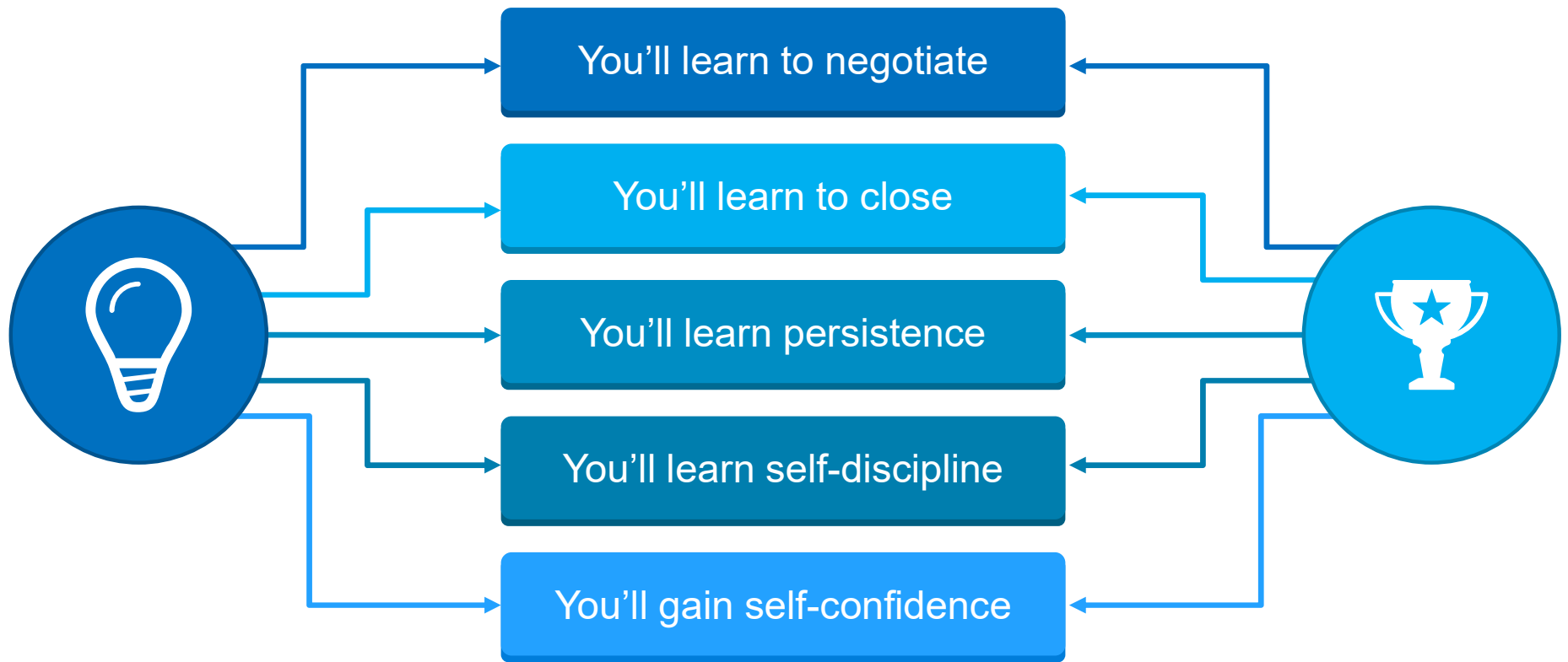


**HERD THEORY**

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# Closing



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## Questions



**Rick Beal**

**rick@atomicstoragegroup.com**

**801-347-5956**