



Sales Guide from MatchOffice

When talking to our customers around the world, listening to their experiences, we have noticed a great difference in how leads are handled and in the sales process in general. We could see that the serviced offices that has a structured system for their sales process, often also close more deals.

Based on our experiences with the multiple well-functioning sales processes of our customers, we have created this manual that will guide you through an effective sales process – to help you close more deals.



Visit us at
www.matchoffice.com
for more information
or for any questions

Sales Manager

It is important to focus on sales, if your company wish to gain success. We therefore advise you to hire someone to be responsible for sales of your serviced offices.

This sales manager is responsible for controlling the sales process and continuously evaluating it.


This will provide you with a good indication of what works, and what does not.

Organized in system

In order to keep track of the sales process, it is important to have it **organized into a system.**

For this you can use a CRM-system. Today, there are several user-friendly and efficient CRM-systems for a decent price, and that furthermore will pay off quickly.

Here we can mention:
Pipedrive, Salesforce and SuiteCRM (Free).



Contact the customer

The most important part of contacting a customer is to arrange a tour of the office, as this is the most efficient way to close a deal.

There will always be customers who want to know the price immediately, which can be complicated for serviced offices. If you experience a customer insisting to know a price, we recommend that you give the customer the lowest price.

However, try to convince the customer to come by and see your location. When the sales manager is in contact with the customer, it is a good idea to retain the following information from the customer, which afterwards should be noted in your system:

- What are your needs?
- How many employees?
- When do they need an office?
- How far are they in their search process?

When you have this information from the customer, **then offer them a tour of the office** the same day or the day after. If they are not ready for a tour, then register in your system, that you should contact the customer within a few days and offer a tour once more. If it still does not work, keep repeating the process.

Register and act on leads

Regardless of whether the lead is generated from a phone call, via the website, by mail broker or a completely different source, the lead has to be registered in your system. In some systems this will happen automatically, in others it will have to be done manually.

Most importantly, no matter who receives a lead, it is the sales manager that is responsible for the lead. Furthermore, it is essential **to immediately follow up on the lead** – preferably within five minutes.



We cannot stress enough how crucial this is. According to an American study by Dr. James Oldroyd, the chances of getting in contact with a customer is 100 times more likely if you call within five minutes, than if you call after 30 minutes. To read the study, [click at this link](#).



Before a tour

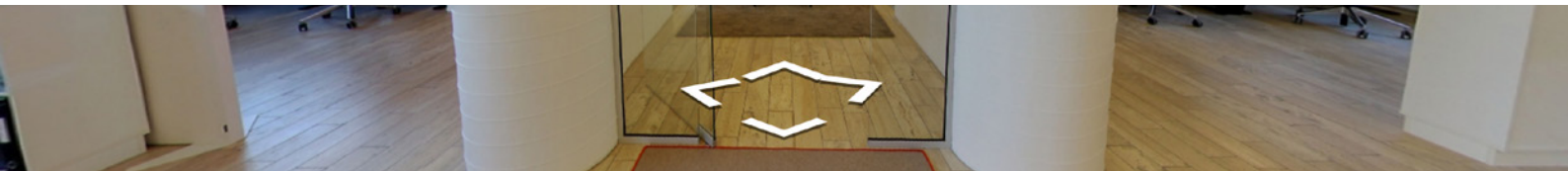
Before a tour at the office, it is important to gather as much information about the company as possible. Therefore, see what you can find by a search on Google.

We also recommend you to look up the LinkedIn-profile of the person from the company, who is coming to visit you.

The best time for a tour is when the serviced office is at its busiest, and when there are multiple tenants present. Furthermore, it is key that you make sure that **the serviced office is presented at its best**, and that the meeting room is prearranged, cleared and that the table is set with tea and coffee.

We also recommend that beforehand, you have prepared which offices and parts of the serviced office that you would like to show the customer.

Lastly, it is essential that the visitor feels important. Make sure that the reception knows the name of the visitor, and that you do not keep the visitor waiting too long. It is likewise important to make sure that you have plenty of time for the customer, to avoid coming across as stressed during the tour of the office.



The tour


When the customer arrives, start by welcoming them, and afterwards escort them to the meeting room. It can be a good idea to start a conversation by asking about their company, to show that you are interested. Ask them thereafter more about their plans as well as the reason for wanting to move to new offices.

Ask them where they currently have offices as well as whether they have previously been placed in a serviced office.

Remember that many of them has not necessarily had their offices in a serviced office before. Subsequently, ask them what they prioritize including what their needs are. In many cases the customer will say that a low price is important, but when it comes down to it, most likely it will be something else.

Flexibility, the possibility to expand and avoid taking care of running the office are examples of common features that are often more important to the customer than the price.





When you have outlined the needs of the company, then give the person a tour around the premises of the serviced office. Here it is a good idea to mention the other tenants in the office, who works in the same industry as the company you are showing around. During the tour it is important that you explain and emphasize **the benefits of working in a serviced office** that are relevant for the customer. Never show more than five offices.

When you have finished the tour, take the customer back to the meeting room, and check with the customer what they think of the serviced office.

Then present them with the prices of the various solutions that the customer has shown interest to. If the customer mentions one of your competitors, you should not talk negatively about the competitor, but instead remain objective.

Lastly, ask the person if they are interested in making a deal, and before the customer leaves, then arrange the next step – either that you send them an offer or that the customer calls you afterwards.

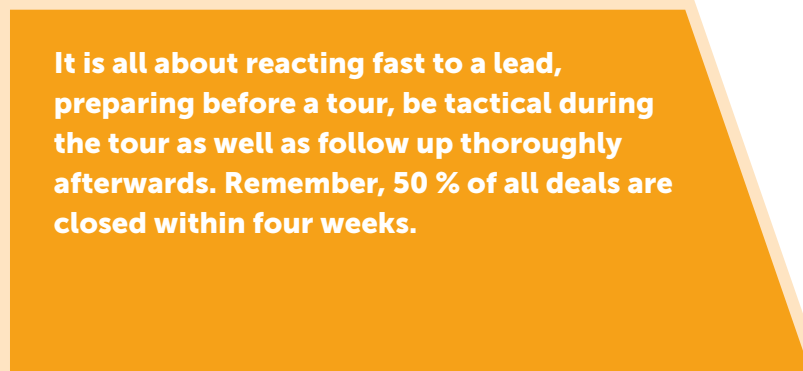


After a tour

After the tour it is a good idea to **send the customer an e-mail to say thank you** for the visit. Do it the same day of the visit, and if possible send them an offer along with it.

If you do not receive a reply to the e-mail, give the customer a call the day after and ask them if they had a chance to look at the offer you sent them. At the same time, ask them if they have any questions. If they are not entirely sure, you might offer them another tour.

Call again after 3-4 days, and after that once a week, until you receive an answer from them. If they are in doubt, then ask them what it needs to take for them to accept. And then maybe offer them other deals with alternative solutions. You can also offer them a free trial-period.



It is all about reacting fast to a lead, preparing before a tour, be tactical during the tour as well as follow up thoroughly afterwards. Remember, 50 % of all deals are closed within four weeks.

