



Training Day - Selling Self Storage Online

Wednesday, 30 October 2019
Ambassadors Bloomsbury Hotel, London



Draft Agenda

10:15	Delegate Registration & Refreshments	Refreshments Area
10:30	Welcome <ul style="list-style-type: none"> • Introduction & Housekeeping • Aims and objectives 	Rennie Schafer <i>Self Storage Association UK</i>
10:40	Why people shop online? <ul style="list-style-type: none"> • Online customer psychology • Concepts of selling and how online sales differ from other mediums Online pricing and booking <ul style="list-style-type: none"> • Why converting the sale online is important • Ways you can convert online without booking facilities Mathematics of online conversions <ul style="list-style-type: none"> • Why online conversions are lower than phone 	
12:15	Lunch and Networking	Restaurant
13:00	Converting online enquiries into calls <ul style="list-style-type: none"> • Techniques to get customers to call you back • Why relying on a phone call is not good enough Responding to emails <ul style="list-style-type: none"> • Rapid response • Auto responders Responding to web enquiries <ul style="list-style-type: none"> • Gathering data through web forms • Following up Email structure <ul style="list-style-type: none"> • Pertinent data and customisation • Example emails • Closing the sale online • Following up Automated Quote Systems	
14:30	Afternoon Refreshments	Refreshments Area
14:45	Filtering the junk – focussing on quality enquiries GDPR and collecting data online Using online chat to engage with customers Why you should have a Facebook page <ul style="list-style-type: none"> • Recommendations through social media Reviews <ul style="list-style-type: none"> • Managing reviews • Responding to negative reviews Closing Remarks	
16:30	Close	