

Mobile Mini Testimonials 2006

1. Section 2 Connection or Anticipating Needs

Randy, Today while prospecting in Gold Mine (HSE) accounts, I happened upon accounts within the hospitality industry. I always try and find as much information as possible prior to making my call, looking at the obvious, company, phone #, address, contact name / position, notes and of course history. What I noted was in almost every MMI listed situation were multiple calls, quotes, follow up calls then -- no need--move to HSE. Having traveled for business in prior employment, I saw maintenance men, house keeping personnel, even managers moving rooms of furniture, due to a plumbing issue, renovation / remodeling, to another hotel room for storage of the damaged room or remodeling project. Sure enough, as I called the first thing I heard was we don't have a need or we were remodeling and that project is complete. I immediately asked my first call what they do when, "Stuff Happens?" I already knew the answer, but listened and then suggested they take a minute with me; write on a piece of note paper the room rental rate per night. Then suggested they multiply it by 2. Knowing the average cost of a room as a corporate account, business traveler, I suggested they compare this figure to the monthly cost of our 10'x25' MMI container (\$115). I then asked how often "Stuff Happens" daily, weekly, monthly etc. I simply stated the monthly expense of a permanent container on site was a simple means of increasing their bottom line. ROI, makes every managers eyes and ears open wide. I have earned their respect as a consultant not a sales person. I used the 10x25 as my example for multiple reasons. 1st, my competitors don't have it. 2nd, space is always a concern on these properties for parking etc. 3rd, doors on either end; provides them with greater freedom and access. 4th, the premium Tricam doors makes access for all easier and we correctly assume they will be in and out multiple times daily. 5th, the beige color blends with the environment and it isn't an eyesore. 6th, ground placement makes it easy for rapid loading and unloading. Having found a potential long term or permanent need potential my next step is to propose this as a solution to their corporate operations departments as well. We now have an overlooked, potentially receptive audience for our containers and I will build a "Boiler Plate" letter for what I believe will be a well earned future commission check. I also want to thank you, Wayne and Paul for instructing me, making me comfortable with the tools and information available for my use in all these situations. The bottom line; a simple paradigm shift, and a probing question or two can develop into a new or continuing customer with MMI.

Bruce Mindlin – Phoenix

2. Section 5 - Referrals

Lately I have been having much success with my calls, that include inbound and outbound calls. In our training we were taught to be a consultant rather than a salesperson. This is a great approach. My outbound call success has increased. Last week I made a call to a customer off the dodge report. I didn't just get on the phone and blurt out, "Do you need any storage containers or

offices?" Instead I talked to him about his company, the new project, upcoming projects, and locations of business. Basically, I let him talk about himself. His company didn't have a need. I then asked him if he worked with any subcontractors. Later that day he sent me a fax of all the information pertaining to 20 of his subcontractors. I was able to contact many of those other companies and got business, or yet again, more referrals. I have learned that it is very easy to get referrals...all you have to do is pay a little bit of attention. I thought it to be funny that I have even gotten referrals from people that have hung up on me (whether they realized that or not). I'm not afraid of the phones, but I'm also not on the line wasting customer's time and my own. I call with a plan and carry it out. I research history of existing customers, lookup new customers online, and still ask lots of questions when I do make the call. Due to this, in the few short weeks I have been on the phones I have increased business.

Ashley Nelson – Rialto

3. Section 6 – Call Preparation

My previous notes are all of the usual short- called and “LM”, or spoke to John- “no need”, that type of notes. This time before calling John, which by the way, I was going to HSE on this call, I decided to look at their web site first to see if I could pull any good info to use. It was a very impressive site and I could now see a picture of John as I was talking to him. It also listed their projects (which I have noticed alot of companies doing now). So I called John, who up to now has been short question and answer calls with no results and little rapport, and the first thing that I mentioned to him is their web site and seeing his picture. We chatted on about it and how good it looks. He didn't have much at the time, but gave me the names of a couple of Project Managers to call who had some things starting. This time I also found out that they could use whomever they want. Well, this goes even further... I called the first one and led in with John told me to call him and why wasn't his picture on the web site? He laughed and went on to tell me about how it is new and they just put it on line. When I told him how great it looks, he said he was going to have to check it out. He had me send him info and I am looking forward to providing storage to him. The second referral from John went just as well. Prepping myself for this call and making that connection up front REALLY helped me get further than I ever had before and convinced me this is the way to more deals and more money for all of us!

Tena Goforth – Nashville

4. Section 6 – Call Preparation

I had a specific reason for calling FH Paschen.... to get their business back. By researching in MTA I could tell that they stopped using us last year but why??? They are a huge company that called on us for practically all of their storage and office needs in the past. So first I researched exactly what their company does and what projects they have going on in the south Florida area. It took about 3 times to get through to the person I needed talk to so finally decided I needed to get a little creative. So I told the

receptionist that I had a question regarding a pickup that they had called in on a specific job-site. I was transferred to the Sr. superintendent immediately. Rob was "so excited" that I called, he finally had someone to vent out his frustrations on. So I just listened to him tell me how bad customer service had gotten and dispatch issues that he had experienced in the past was more than he could handle and just gave up on us. On a positive note, he also shared with me that he KNOWS we have the highest secure units in the market and really preferred our containers over anyone else but his HOT BUTTON was customer service, not security. I told him I was his new account rep and I could make things right, just give us another shot (while researching his account I also discovered he was a perfect candidate for our preferred account program) This was my foot back in the door. After spending about 45 minutes on a conference call with him and 2 other PM's, we all came to an agreement. I explained the preferred account program then and assured him that his company would be treated "special" from here on out. Thanks to Paul Widner, we got them approved, they signed and have ordered approx. 6 containers and 1 security office in the last 30 days.

The technique was CALL PREPARATION...My call had an objective and a purpose. You have to ask questions and then listen to the response, that's the only way you can discover what a individuals hot buttons and needs are. By doing this I have been able to re-establish a business relationship and build rapport.

Cristy Crookes - Miami