

Rental Calls

“You are either always selling or unselling the business, there is NO in between” ~Tom Bylenga

Unselling is about the big picture: creating repeat customers, not one-time buyers. Create loyal clients that refer others, not faceless numbers. Becoming the go-to company for something, before they even need you.

Every employee should be able to get a customer back on the road or at the very least take a reservation for a future rental.

Golden Rule: Please Don't ask a customer to call back during rental hours. This is poor customer service and chances are, they won't call back and we can lose the deal. We should get *THEIR* information so we can call *THEM* back.

1. Who is calling? _____
2. What Company are you with? _____
3. May I get your phone number or email? _____
4. What type of equipment are you looking for? _____
5. Do you usually rent equipment or what made you need to rent today?

- a. This gives you an “in”...sell them on our Outside Maintenance or Used Trucks!
6. When do you need it and how long? _____
7. Estimated Mileage? _____
- a. This too should give you an idea of what they are using it for, if they say 100 miles a week, see if they are running it a lot of hours (bill engine hours, bad to idle, hot shot runs?)
8. FOLLOW UP EMAIL OR CALL ---- REGARDLESS IF THEY RENT OR NOT!!!
- a. CC LEASE SALESMAN

This is your job, you are responsible for renting extremely expensive equipment...don't take your phone calls with customers lightly...we have paid for it in the past...