



# Event Rental Edge™

## Grow Your Rental Business

Make customer service part of your competitive advantage. Don't settle for order takers – build a sales team focused on your customer's needs and driving revenues.

Putting the customer first does not mean offering your \$2 folding chair. In fact, you are giving them the opportunity to enhance their special event by offering a variety of rental options. This exceptional level of service will increase and enhance your customer's experience.

With **Event Rental Edge™** we will teach your staff how to manage any rental situation – including upselling and overcoming resistance – while still delivering exceptional customer service.

Learn how concepts such as starting high and providing customers with rental options can increase your revenue and your value. Exceptional customer service makes a difference to your customers and your bottom line.

*“I was very impressed with the initial training session. The session was focused on our needs and the instructor was very engaging.*

*I was pleasantly surprised as to how connected and enthusiastic my team was during and after the training. It definitely made a difference and I am looking forward to Signature's reinforcement program.”*

—  
John Bibbo Jr., CERP  
President  
Event Source

### Description

In this program, Signature Worldwide teaches a Magic Formula for handling party rental inquiries with a focus on sales skills. The training is then reinforced with personalized coaching and mystery shopping calls.

### Who Should Attend?

Event Rental Edge is customized training for the following areas:

- Inside Sales Personnel
- Outside Sales Personnel
- Customer Service and Support Personnel
- Rental Office Managers

### Program Outcomes

- Increase of inquiry call conversions
- Deliver a consistent and professional service message during each customer interaction
- Clear differentiation from your competition
- Capture critical information regarding customer event rental needs
- Construct guidelines for building value through presenting features and benefits of rental equipment and services
- Develop skills for upselling event rental equipment
- Implement effective closing statements to confirm equipment reservations
- Identify processes for exceeding expectations of multiple customers, even when busy
- Ongoing tools to maintain engagement and high performance.



## What to Expect from Event Rental Edge Training

Three to 18 participants will spend an engaging and focused session together, learning the skills and tools necessary to help you differentiate your company from the competition and capture more rentals.

Using activity-based exercises and Signature's proprietary Magic Formula, employees will learn how to:

- Determine standards that help define exceptional service and drive revenues
- Recognize customer service and sales opportunities
- Consistently exceed customer expectations
- Take ownership of a situation
- Gain understanding of the critical role associates play in their own success and the success of your company.

And because Event Rental Edge is designed to impact employee behavior and create lasting improvement with your inside sales team, these employees will also practice their new skills through post-training coaching and reinforcement.

## Customer Service and Sales Skills That Last

We have all attended training in which we have full intentions of using the newly acquired skills, but without proper reinforcement we quickly fall back into old habits. That's why Signature's program continues after the training session is over. Immediately after training, our coaches work with your team to practice their new skills. Soon after, Signature conducts shopping calls allowing for further coaching and development opportunities. Ongoing training options are also key components to raise your staff to the next level in customer service delivery.

Our customers find that these ongoing reinforcement programs protect their training investment and help their staff continually increase their customer service standards and drive revenue.

Your employees will convert more transactions per day, every month, all year long. Contact us to find out how Event Rental Edge can boost your revenue potential and help you set the customer service standard in your market.

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*“Event Rental Edge™ Sales Training has been a huge success for our teams in large part due to the account manager Signature Worldwide provides. Signature understands that change management is difficult. The availability of the account manager has been above my expectations. She listened to our concerns and made suggestions right from the start to ensure adoption from our management teams and held our sales teams accountable for their skills.*

*Signature Worldwide truly tailors the program to meet the needs of the individual company. This is not a simple cookie cutter methodology. From day one, our teams were having a different type of conversation with our clients.”*

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Tiffany Humphries  
Senior Manager, Sales Operations & Sales Training  
Classic Party Rentals

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# Training Agenda

<b>Introduction</b>	Welcoming activity and overview of the session
<b>Legendary Service</b>	Characteristics of exceptional service are reviewed and ways to deliver legendary service to customers immediately
<b>What's in it for Everyone</b>	Review value of delivering legendary service – benefits to the employee, benefits to your current and prospective guests and benefits to the company
<b>Reality Trip</b>	Listen to recorded phone calls and identify the customer service skills that were effectively used and areas where improvement is needed
<b>Calling the Competition</b>	Make phone calls to competitors and critique the service and sales skills used
<b>Identify</b>	Features that create value for the customer and determine how to transform them into benefits
<b>Make it a Legendary First Impression</b>	Ensure that the interaction starts in a positive and professional manner
<b>Ask the RIGHT Questions</b>	Tips and process for ensuring understanding of prospective customer's needs
<b>Skill Practice</b>	Practical role plays and other activities to apply the skills
<b>Deliver Value</b>	Identify key behaviors for delivering value during a prospective customer interaction and setting your organization apart from the competition
<b>Skill Practice</b>	Practical role plays and other activities to apply the skills
<b>Closing and Selling Strategies</b>	Identifying additional opportunities for upselling and cross-selling. Build techniques for securing the business
<b>Putting it all Together</b>	Skill practice of the complete magic formula and other activities to apply the skills
<b>Next Steps</b>	Discuss the components of Signature's ongoing reinforcement program