

2019 FALL CONFERENCE & TRADE SHOW



What's an Expert?

Expert
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What's an Expert?



Today's Storage World



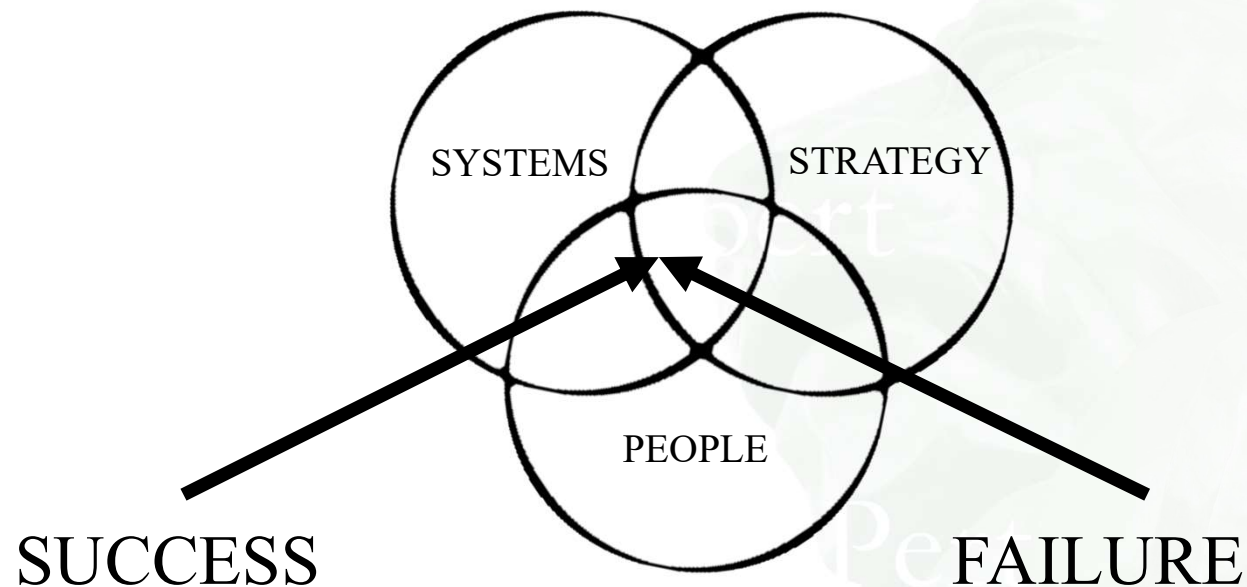
Today's Storage World

| Today's Storage World | Best Practices |
|---|---|
| IKS Digital Marketing | Diversified Understanding of Business |
| Aggravator | Branding, Community Marketing |
| Jealous Pages | Google Plus/Facebook/Craigslist |
| Strangers in the Night | Business Development Center / Simultaneous Ring |
| I told you I loved you when we married 40 years ago | Train, train, train |
| What's the CAP Rate? | Clearly defined parameters – size, area, return, communicated |
| Super-managers becoming super-visors | Guided, specific development |

KPI

| Corporate Control | Construction and Development | Customer Care and Commitment | Commerce and Sales | Crafted People Systems |
|---|---|--|---|--|
| <ul style="list-style-type: none"> • Consistent Cash Management • Accuracy of Deposits • Acquisition to Startup (the MY-WAY program) • Admin % cost per location (overhead) | <ul style="list-style-type: none"> • Delivery vs. Plan • Day to day project completion ratio - Actual versus baseline • Accuracy of Cost • Success Against Proforma | <ul style="list-style-type: none"> • No. of Reviews >3 • Response Time • Error Rate • Community Recognition | <ul style="list-style-type: none"> • Prospect to closing rate • Ancillary sales per employee • Rent >standard • No. Insurance Policies sold • % Insurance Policies >base | <ul style="list-style-type: none"> • Amount of structured new hire training time • On going training hours • Contests • % or No. Receiving Bonus |

Best Practices Focuses on Three Elements



Trader Joes



It's Ok to Break the
Rules



Three Elements in Practice

‘Discipline of Market Leaders’

Michael Treacy
&
Fred Wiersema



Five Forces: Michael Porter



Airlines Case Study

| AIRLINE 1 | AIRLINE 2 |
|--|---|
| 1981 – 1987 – R.I.P. | 45 consecutive years of profits |
| Morphed into all types | Stays 'low cost' |
| Started with one type in place, decided to quickly purchase multiple types | 737 |
| Went on a purchasing spree when heavily leveraged | Purchased other airlines only when it grew up |
| Maintenance cost became unmanageable | 737 |

Is What You Do Sustainable?

1. Business – We have a site management system.
2. Culture – work for us because you rented equipment at rent-a-machine.
3. Systems – We have an operations manual.

RestaurantOwner.Com

1. Business –control costs, manage margins, make sound biz decisions
2. Culture –build a culture of hospitality, excellence and accountability.
3. Systems – more predictable guest experience.

Best Practice: Overall Conclusions

1. Start with the end in mind.
2. Build/buy to \$ell.
3. Be 'growed up' before 'buying up'.
4. Systematize, ALL aspects of your business.

Fundera's Best Small Business Awards

1. Best in Biz Awards.
2. DREAM BIG Awards.
3. Ernst & Young: Entrepreneur of the Year.
4. Innovation Project Awards: Best Small Business Innovation.
5. National Small Business Awards.
6. The SCORE Awards.
7. Small Business Influencer Awards.
8. The Stevies: American Business Awards.

Fundera “Banks & Lenders”

If you’ve ever prepared a small business loan application, it might seem like your lender would be the last benevolent supporter to start handing out small business awards. But as it turns out, many lending institutions from the national to the local level **use small business awards to spotlight success stories and companies** that are making a difference in their communities.

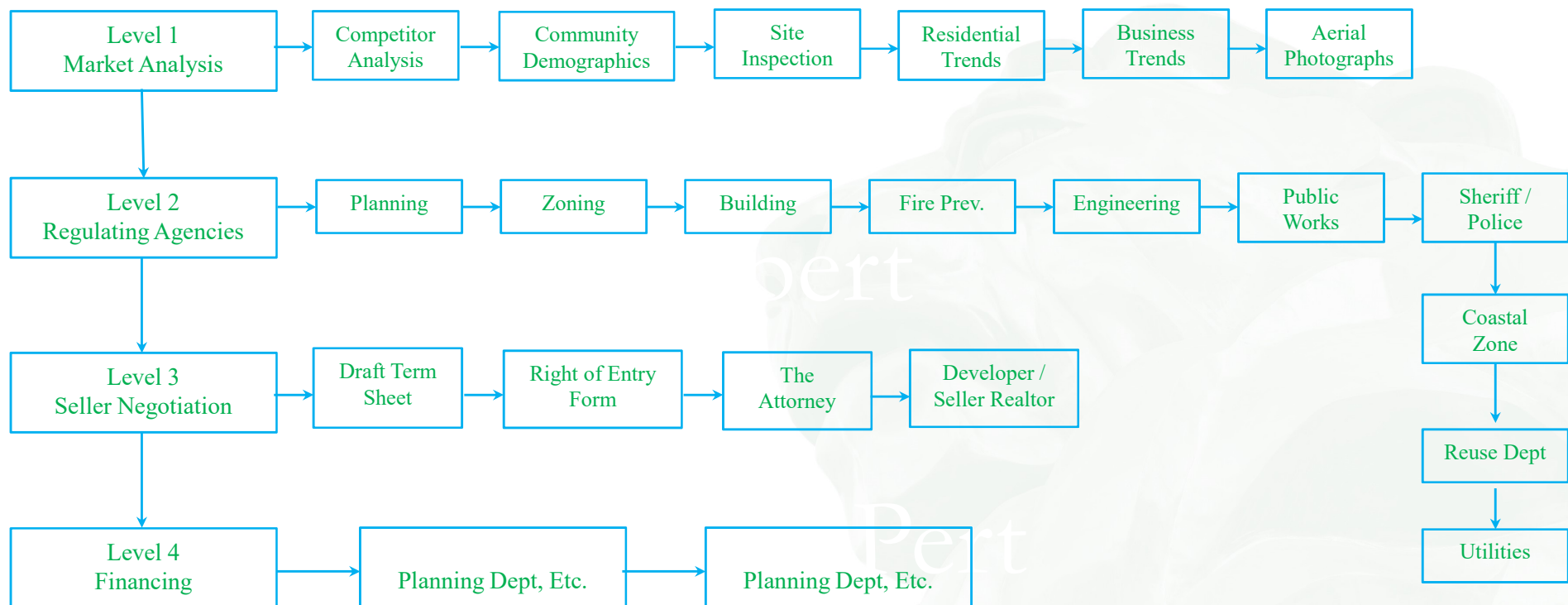
Best Practice: Corporate Control / Ownership

Think BEYOND your office doors.

Construction and Development

- A. If you want to buy or build, and help your Broker and guide your thinking, be VERY CLEAR with your acquisition or development parameters.
- B. Ask to see Proforma and Actual
- C. Systematize Your Thinking/Planning/Action

Acquisition Process



Best Practice: Construction and Development

Be clear with your criteria
and development/acquisition
processes.

Customer Care

It's not about DOING it's about CULTURE

“Caring People Serving a Great Community”

Sample Commitment



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A **LWAYS**
M **INDING**
Y **OU** 

Our Customer Care Guarantee

- » Service from our Amy's Elite Customer Care Trained Storage Experts
- » Payment options including auto pay, online or call-in with no fees
- » Move-In Truck
- » Moving and Storage Supplies
- » Rent anytime (24x7) at most facilities - rental and payment kiosks at others
- » On-site ATMs
- » Amy's Assurance Alliance including a \$1,000 insurance program
- » Clean offices and restrooms
- » Cleaned walls and floors
- » Checked for leaks
- » Confirmed the latch operates smoothly
- » Confirmed the door opens easily
- » Checked and replaced, if need, the door seal
- » Checked to confirm the light outside and inside (if one exists) works
- » May have conducted an individual unit pest control treatment
- » Broom, dustpan and trash bags available for easy move-out

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Marriot Loyalty

- **Account maintenance/management** and **ease of redeeming points/miles** are the two most heavily weighted factors in determining loyalty/rewards program satisfaction; together, they account for nearly half of the overall index weight (45%).
- Recommendation of friends and family plays an important role in loyalty/rewards program selection. When asked why they chose one particular loyalty/rewards program over another, 19 percent of customers cite **recommendation of a friend** or family member as the reason.
- On average, **customers who rate their loyalty/rewards program** 10 on a 10-point scale provide twice as many word-of-mouth recommendations (4.0), compared to those that give any other satisfaction rating (1.8).
- When asked how they became aware of loyalty/rewards programs, customers cite the **hotel employee during check-in/check-out** (43%), followed by the hotel's website (25%) and promotional material received directly from the hotel (14%).

Best Practice: Customer Care

1. Encourage Reviews
2. Offer a Guarantee
3. Remain Constant and Consistent

Crafted People Systems

Sharing Information

- 2016 Robert Half Survey
- 56 percent of private organizations provide some or all data
- Up from 32 percent in 2012.

Crafted People Systems



Help Scout – Greg Ciotti

- It's okay to break the rules from time-to-time to help customers in desperate circumstances, your service quality shouldn't *always* be dictated by company rules. – Trader Joes
- When things are going wrong, don't be afraid to get creative, a huge majority of people are willing to give brands a second chance if they provide great service. - Rackspace
- Give employees incentive and control to deliver an amazing customer experience and place their priority with customers rather than regulations. – Ritz Carlton

Best Practice: Crafted People Systems

It's not about DOING it's about CULTURE:

“Caring People Serving a Great Community”

“Fail forward.” - John Maxwell

Commerce and Sales

Approaches to Increasing Sales

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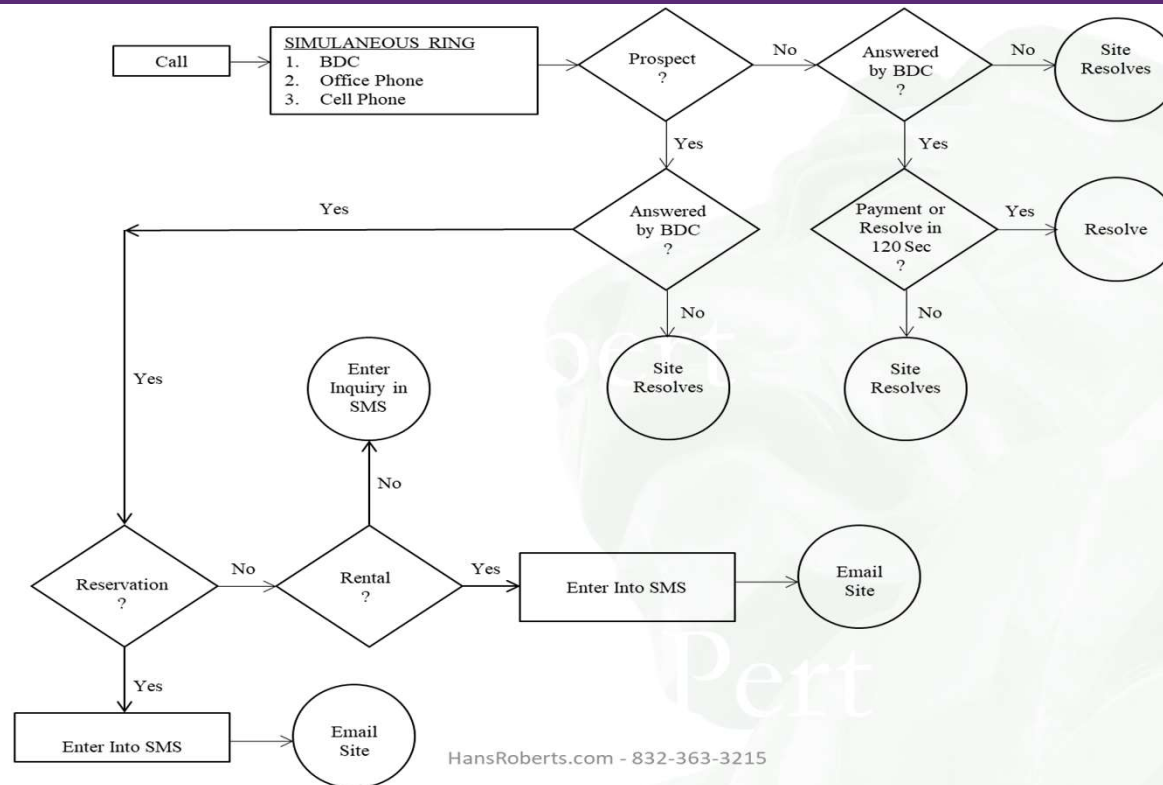
How We Solve Unanswered Calls

Phone's Not Answered



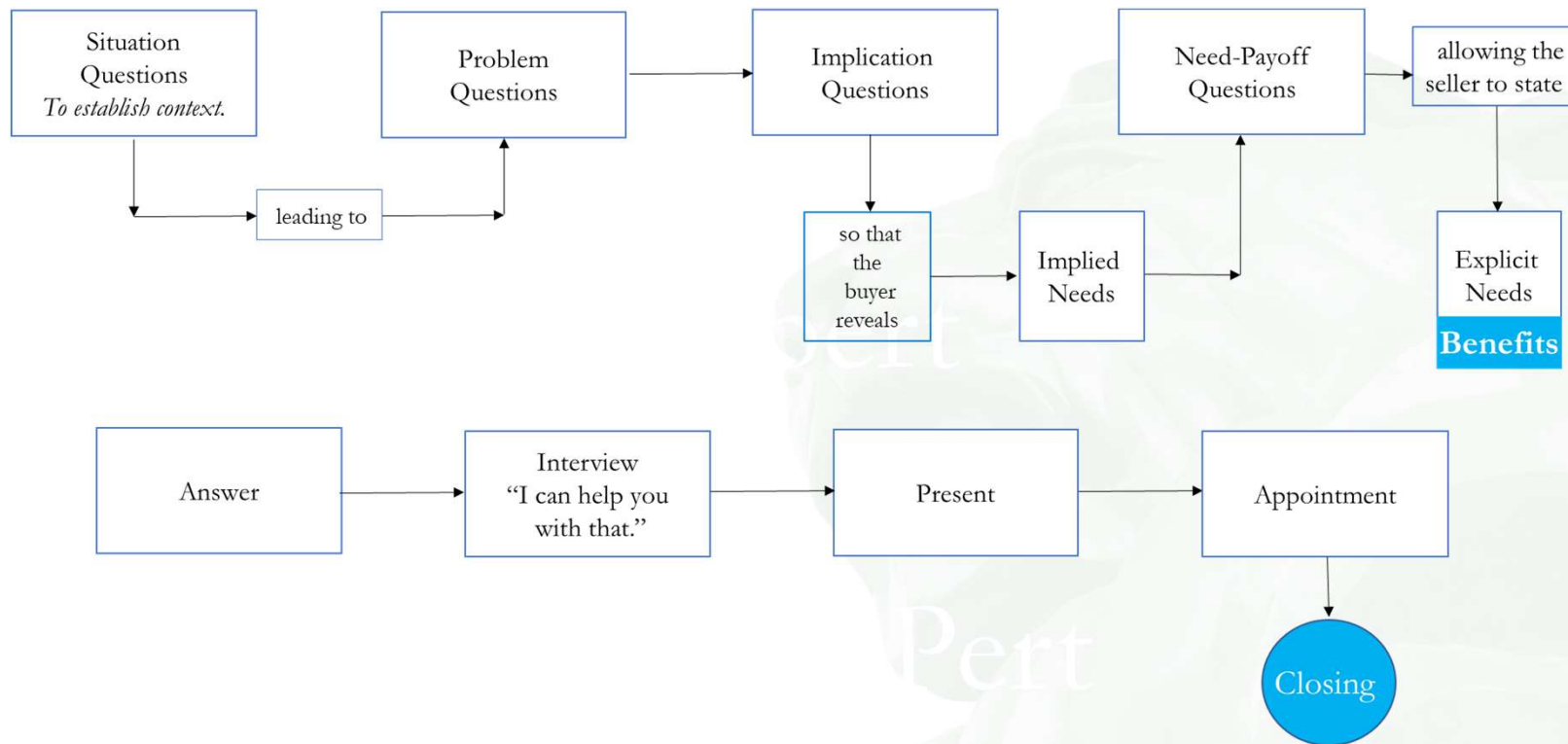
Hire a
Call
Center

Analyze the Problem / Develop a Solution

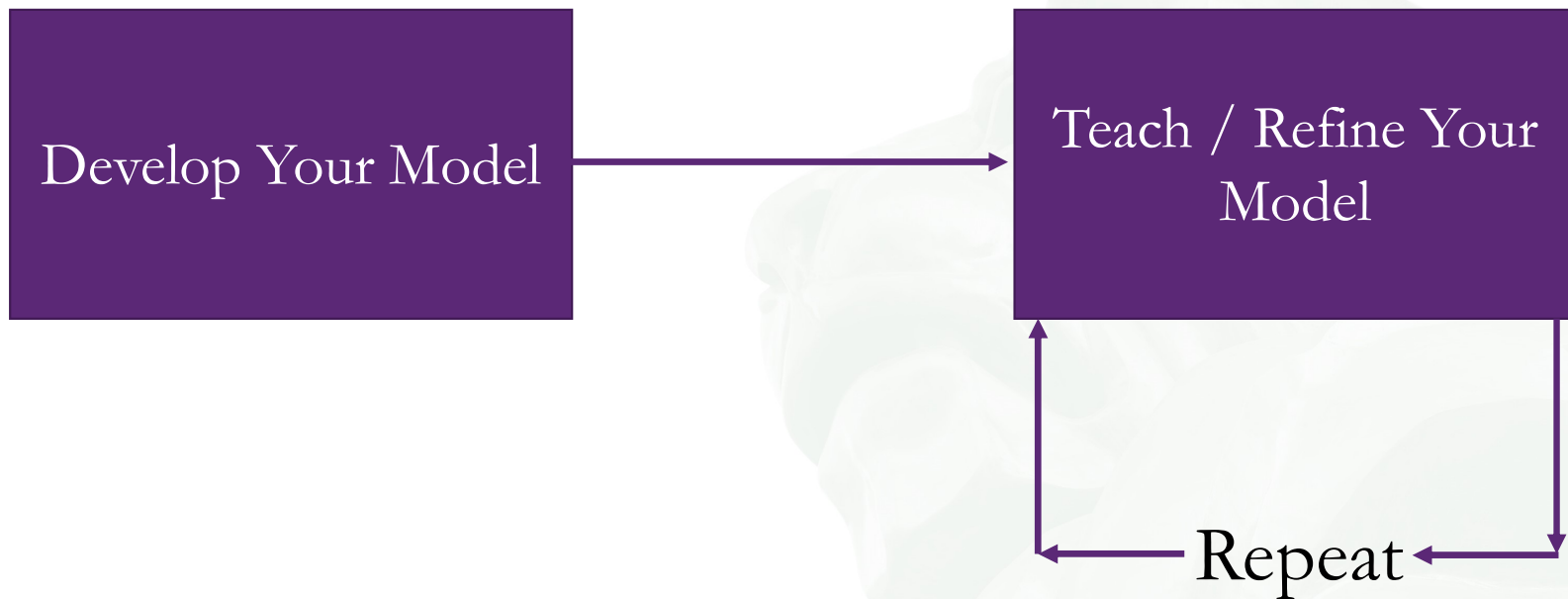


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Analyze the Problem / Develop a Solution



Best Practice: Commerce and Sales



Best Practice: Commerce and Sales

The More They Know the
More Likely the Results
You Want