

Selling Against Similar Service Providers

Increase your clientele and revenues and enjoy unprecedented success at your center – using communications skills that only ALLIANCE Academy can give you!

Here is your comprehensive guide to selling against similar service providers. Qualify each prospect and question their knowledge.

Be careful about offering suggestions or advice, but take this opportunity to figure out and communicate how you will be able to serve their needs.

Find out what they need by asking a few vital questions.

For more information on this topic or ALLIANCE Academy certification, please contact Executive Director Susan Smith at (770) 977-5602 or Director Susan Cauthen at (404) 434-9471.



Qualify each prospect by asking:

1. What options are you considering?
2. What is the size and cost of the space?
3. What are the terms of the agreement?
4. What do you like/dislike about these options?

Question their knowledge of Similar Service Providers:

The prospect may not know what information they should be looking for, and by asking them the right questions you can help them with this. Again, avoid volunteering suggestions and advice, but identify their expectations.

1. How long has the SSP been in business?*
2. Is this their core business or are they trying to fill unoccupied space in their suite?***
3. If this is not the core business, i.e. law office with unoccupied space, what term/renewal options are they offering?***
4. If the discount that is offered is unusually high, ask what term is being offered.***

5. What is the tenure of the team members?***

6. What services are included in the agreement (i.e. Reception Area/Meeting Rooms) – do they mirror your services?

7. How does the SSP meet their needs?****

Note: Thoroughly outline your program with emphasis on your exclusive benefits that best meet their needs.

By asking these direct questions, your prospects have the opportunity to communicate their expectations and level of knowledge about similar service providers as well as your center. Listen carefully to figure out how your center will best suit their needs, and be careful to avoid giving suggestions and advice.



*Direct them to have this conversation with the GM/Sales Manager of the SSP – offer no suggestions or advice.

** Direct them to have this conversation with the Lessor – offer no suggestions or advice.

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**** Direct them to have this conversation with the GM – offer no suggestions or advice.