

Selling Against Traditional Space

As an owner or manager, you know that your business center is a better value than traditional office space. Your task is to educate your prospects. Now you have the tools to accomplish positioning your center as the most viable choice.

This is quick and comprehensive guide to selling against traditional office space at your centers. Qualify each prospect and question their knowledge. Use the following questions to gather information from prospects. Avoid offering suggestions or advice.

Become an Intelligence Agent: ask questions, gather information about the prospect's knowledge of traditional space, learn more about their needs. You are an expert in providing workspace solutions. Pose the following questions to create a sense of doubt in the prospect's mind that traditional space is their best solution.

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Qualify each prospect by asking:

1. Why do you think traditional space is best for you?
2. What are your square footage requirements?
3. How many people will you be accommodating?
4. Are you willing to make a three to five year lease commitment?



Your workplace solution saves the prospect time, increases productivity, and most importantly, conserves their cash flow. Most prospects are unaware of the process in securing traditional space and are uneducated that business centers are a better option.

Question their knowledge of Traditional Space:

Avoid telling your prospects what you think they should do. Instead, listen to their responses to better understand their expectations.

1. Have you ever negotiated a lease for office space?
2. Are you working with a commercial real estate broker?
3. Has your broker quoted the square footage rate as a triple net or gross square footage lease?*

4. What happens if you require more space during the term of your lease?*
 5. Do you understand that you could be assessed annual maintenance costs and real estate taxes in addition to the square footage costs?*
 6. What are your options if you need to downsize during this lease?*
- Ask more detailed questions to determine if your prospect understands all costs associated with traditional office space.

On the surface, prospects may think that traditional office space is a smart move. By posing the following questions, you position your center as the superior choice for their office space needs.

Question their knowledge of Sublet Space:

Now you can ask more detailed information to see if your prospects understand all the amenities, services, and costs associated with Sublet Space.

1. Do you have an alternative plan should the lease negotiations/build out take longer than anticipated?*
2. What build out allowance have you been given?*
3. How much of a security deposit are you required to post?*
4. Have you begun your telephony requirement search?
5. Have you decided whether to purchase or lease your telephone switch/instruments/voice mail system?***
6. What arrangements have been made regarding local/long distance telephone service?***
7. What computer system will you be using in your new office?
8. What type of IT infrastructure are you considering? T-1, DSL?
9. What are the costs associated with the installation/maintenance of IT infrastructure?***
10. Will you purchase or lease your computer system?***
11. Who will be installing your computer system – what timeframe are they able to provide you?***
12. Have you chosen an Internet provider?
13. What costs are associated with the installation/maintenance contract for your Internet service?***
14. What costs are associated with IT network administration per year?***
15. What arrangements have you made for office management/support?****
16. Have you decided to buy or lease office furniture?***

Listen to what your prospects are telling you and help them figure out what options will suit them best. Without volunteering suggestions or advice, you can direct them to find a best solution for their needs.

- * Direct them to the Broker or Lessor for this information – offer no suggestions or advice.
- ** Direct them to have this conversation with Vendor – offer no suggestions or advice.
- *** Direct them to Recruiter – offer no suggestions or advice.