



Case Study

Situation:

A property management company was faced with a decline in occupancy percentages throughout its manufactured home communities throughout the United States. Some of the contributing factors were:

- The downsizing of the prospect base due to financing law changes.
- The lack of time within its management staff to implement an effective sales process and strategy with its sales staff.
- A low close ratio due to a lack of a defined sales process or sales skills with the existing staff.

Impacts:

- Decrease in revenues for the organization leading to a pay freeze throughout the property management staff.
 - Employee morale was decreasing due to the lack of commissions earned and a lack of understanding why they were losing sales.
 - Increase in site vacancies led to an increase in maintenance costs.
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Solution:

The ownership and executive staff sought assistance in creating a stronger sales culture, sales strategy and a set of sales skills to help stop the slide.

They contracted with The Sales Matrix to:

- Create and document the sales processes, procedures and action plans.
 - Create a custom sales training program to execute the process & procedures.
 - Conduct one on one coaching sessions to reinforce the newly designed program.
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The Results:

- An immediate increase in close ratio's.
- An immediate increase in employee morale and productivity.
- A decrease in vacancies by 50% within six months.