

# 7 Strategies of High-Performing Office Business Centers

By Lisa Engelmann

You can walk into a hardware store and notice immediately where they fall short on service. Same goes for restaurants. You notice the difference between an extraordinary dentist's office and a mediocre dentist's office within minutes. Does the receptionist look up and smile at you? Does he/she enthusiastically ask how they might be of service? Does the carpet look clean? Are the plants looking healthy? It's all there. Let's face it. To be a high-performing organization offering services, the stakes are higher than ever, especially with today's economy.

The difference between a high-performing OBC and one that is barely afloat is obvious the moment you walk in the door. There is energy abuzz when you enter a high-performing OBC. You can *feel* it. The tenants are talking, laughing, and networking in the hallways. The smile on the receptionist's face at the front desk is contagious and you can't help but wonder how in the world these people have it in them to go above and beyond with every request. The tenants are bragging to their friends about the services offered at their OBC and practically dragging colleagues into the office as referrals.

So what exactly do the high-performing office business centers do differently? They...

## Have consistent spirit-infused tenant experiences

Your favorite restaurant. Your favorite clothing store. Your favorite coffee shop. The reason you go back to each place? You know what to expect and you can count on it. And you expect that same high level experience EVERY time you enter the establishment. Do you have this kind of consistency in your service standards? If so, kudos to you, you're ahead of the curve. If not, how do you align your people with consistent customer experiences? Don't leave it up to them. You must give the proper training and get the "buy-in" from your employees by getting each person involved in the creation of the customer experience standards you expect.

## Create an "above & beyond" employee mindset

A pipe dream? No, it can be a reality. The reason that's true is because, deep down, each and every one of us wants to come home at the end of the work (or "play") day and talk about the extraordinary things we had a hand in creating. It's at our very core. However, everyone must be in the game. And everyone must know the rules AND be committed to holding each other accountable. Without the "buy-in" of your employees, no other strategy you have matters. This is what trumps all in high-performing organizations.

## Build a referral culture

Getting a cold call from a salesperson offering you their products or services is almost always a turn off. We're all very aware of how "icky" it feels to be "sold" something. On the other hand, if a trusted friend or colleague recommends a product or service to you, chances are high that you investigate that recommendation. The business of referrals is critical to building your tenant base. Unless you like the cross-your-fingers-and-hope-the-big-online-brokers-send-business-your-way approach, using the referral ap-

proach is a much easier investment of time and marketing dollars.

## Have a tenant-loyalty program

My dear friend and office business center owner recently stated, "I want tenants that are constantly bragging about their office to others!" Embodying that mindset is the first step to a tenant-loyalty program. Not only does it serve as a pillar for service to the community, but it's also a financial booster AND a strategy to ensure 100% capacity while charging premium pricing. While processing requests in a timely manner is critical, the way you add value on a regular basis is what sets you apart. Create a "give" program with a regular value-added "touch" such that each tenant is stuck to you like glue and wouldn't think of leasing anywhere else.

## Spend marketing dollars on strategies that WORK

The marketing investment that everyone and their neighbor (how does that phrase go?) makes includes advertising in the yellow pages, media, and print ads and if you're really technically savvy, your website is up-to-date with key search words to drive prospects to your site. That may or may not work for you to some degree, but I guarantee there is a much easier and more effective way to reach prospects and to convert them to hot prospects. It's important to diversify your efforts, yes, though reaching your prospects directly through the "Keep 'Em Hot" Process will have prospective tenants beating a path to your door. And how cool would *that* be??

## Use a sales process with a 90% close ratio

How many licks does it take to get to the tootsie-roll center of a tootsie-pop? 1...2...3! That commercial is forever engrained in my head. Brilliant marketing! So, how many meetings with prospective tenants does it take to close a deal? If that number is 90% or

more, stop reading. If not, there's an opportunity there. There's a step-by-step process to sales just like there's a process to balancing your books. Do you know the right questions to ask to ensure you get the business—regardless of price? Do you waste time on prospects only to find they aren't ready to move offices at this time? Following an iron-clad sales process is the only way to ensure you get the deals you want, consistently.

## Create your strategic plan with accountability built in

The majority of OBC strategic plans concentrate on what's going wrong with the focus and perspective that the problems need to be fixed. OR worse yet, a strategic plan doesn't exist! High-performing OBCs create a strategic plan based on what has worked best in moving toward the vision. However, creating the plan isn't the key to success. It's having the accountability piece built-in so each employee knows what part he/she plays in making this plan a reality on a daily/weekly/monthly basis. The monkey is on the back of each employee rather than pushing water up the hill.

If you want that energy buzzing in your office business center, use these strategies as guide posts on the yellow brick road.

For more information on how to implement these strategies, call 612-669-9920 or email [info@revvedresults.com](mailto:info@revvedresults.com).

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Lisa Engelmann, CEO, and Lisa Olsonoski, President, are co-founders of Revved Results, Inc. which specializes in taking small businesses to the next level of growth and profitability by incorporating high-level ROI marketing strategies AND creating a lasting shift in the mindsets of each employee to one of contagious energy that attracts and retains high-level clients.