

COASTAL RIDGE REAL ESTATE STANDARDIZES AND ELEVATES THEIR SALES TRAINING

CUSTOM SALES TRAINING PROGRAM INCREASES CLOSE RATES BY 40%



"I know that our increase in close rates has been 100% due to this program."

*National Sales & Learning
Manager, Coastal Ridge Real Estate*



CHALLENGE

Creating a consistent sales approach for apartment leasing teams and provide managers with a complementary sales coaching program.

RESULTS



**STANDARDIZED SALES
PROCESS ACROSS
400 EMPLOYEES**



**ELEVATED
CUSTOMER
EXPERIENCE**



**DOUBLE DIGIT INCREASE
IN MYSTERY SHOPPER
SATISFACTION**

40%

**INCREASE IN
CLOSE RATES**

COASTAL RIDGE REAL ESTATE

ESTABLISHED: 2013
EMPLOYEES: 400
HQ: COLUMBUS, OHIO
FULL-SERVICE INVESTMENT
MANAGEMENT FIRM FOCUSED ON
THE MULTIFAMILY REAL
ESTATE SECTOR
\$1.7 BILLION ASSETS
UNDER MANAGEMENT

SOLUTIONS

- CONTENT AUDIT
- CUSTOM SALES PROCESS AND TRAINING
- MANAGER COACHING PROGRAM

ELEVATED
CUSTOMER
EXPERIENCE

BACKSTORY: RAPID GROWTH INSPIRES STANDARDIZATION AT COASTAL RIDGE

Coastal Ridge, a full-service real estate investment firm, has grown fast since they started in 2013, so fast that they've been on Inc.'s 5000 list of Fastest-Growing Private Companies in America consecutively since 2015. After acquiring more properties and growing their team by the hundreds over the last five years, Coastal Ridge wanted to standardize their approach of leasing apartments with a custom sales process and training program. This would help clarify employee expectations, reduce turnover, elevate their customer experience, and ultimately help their team sign more leases. In addition, they wanted to set their managers up for success so they could coach their teams through new training and organizational changes.

JOINING FORCES

Unboxed partnered with Coastal Ridge to evaluate their current training content and conducted focus groups to learn about their selling best practices and opportunities. With this information, Unboxed designed a Sales 101 Curriculum, along with a Coach2Win Program for Managers. Throughout the development process, the Unboxed team worked closely with Coastal Ridge to ensure the content was contextual for their leasing teams.

MODERN TRAINING FOR SALES TEAMS & MANAGERS

In order to set both leasing teams and their Managers up for success, Unboxed created a robust Sales 101 program and Coach2Win program that would meet the unique needs of Coastal Ridge.



“THE UNBOXED TEAM WAS SO WONDERFUL THROUGHOUT THIS ENTIRE PROCESS. THEY EXCEEDED MY EXPECTATIONS AND BROUGHT SO MUCH CREATIVITY AND EXPERTISE TO THE TABLE. ALL OF THE CONTENT IS INCREDIBLY IMPACTFUL AND LOOKS AND FEELS EXACTLY LIKE COASTAL RIDGE.”

NATIONAL SALES & LEARNING MANAGER,
COASTAL RIDGE
REAL ESTATE

**STANDARDIZED
SALES PROCESS
ACROSS 400
EMPLOYEES**

SALES IOI PROGRAM

Using our decade of sales training expertise combined with what we learned from our key subject matter experts and focus groups, we started by designing a custom sales process and accompanying sales behaviors chart framework. These pieces were the foundation of the program. From there, we created a blended curriculum that included an exciting introductory video to the program, a Learner Guide with a 30-60-90-day post training action plan, eLearning courses, and video simulations based on Bravo’s hit TV show, *Million Dollar Listing*.

The video simulations followed a Leasing Agent through the sales process and allowed learners to see scenarios play out, respond how they would approach the situation, and watch what happened as a result. This gave Leasing Agents the opportunity to see what best practices actually look like, and on the other hand, the consequences of approaching situations incorrectly, in a safe learning environment.

COACH2WIN PROGRAM

For the Coach2Win Manager program, we created an inspiring video to explain the program and a virtual training session to prepare Managers for the roll-out. The virtual session kept roll-out costs down and allowed Managers to get a full understanding of the program while still being present and available for residents and Leasing Agents at their properties.

Additionally, we built a Coach2Win Manager Guide with discussion prompts so they would have a framework for their coaching conversations that took place both during the training and after.



CHALLENGE

CREATING A CONSISTENT SALES APPROACH FOR APARTMENT LEASING TEAMS AND PROVIDE MANAGERS WITH A COMPLEMENTARY SALES COACHING PROGRAM.

SOLUTIONS

- CONTENT AUDIT
- CUSTOM SALES PROCESS AND TRAINING
- MANAGER COACHING PROGRAM

FOR MORE INFORMATION
WWW.UNBOXEDTECHNOLOGY.COM

40%
**INCREASE IN
CLOSE RATES**

IMPACTFUL CUSTOMER EXPERIENCES & RESULTS

The Sales 101 and Coach2Win programs now allow Coastal Ridge to smoothly onboard their teams so they know exactly how to move through the sales process effectively, and in return, provide consistent, exceptional customer experiences.

When critiqued by mystery shoppers, Coastal Ridge saw an increase in satisfaction across all seven categories within the first 30 days of launching the training program. By the completion of two months of training, Coastal Ridge's scores went up again across all categories but more significantly, they went up double digits in the categories they had historically struggled with most.

Finally, these programs have also contributed to Coastal Ridge's revenue growth. In fact, since the launch of the training, they've seen a 40% increase in close rates. Looking into the future, Coastal Ridge is excited to partner with Unboxed on additional training to build on these foundational sales and coaching skills.



"At the end of the program, we had learners submit their Learner Guides so we could read them and make a customized training plan for each team. This exercise was eye opening! The insights helped us tailor reinforcement content for each site and get them resources they didn't even know they had." - *National Sales & Learning Manager, Coastal Ridge Real Estate*

UNBOXEDTECH.COM
HELLO@UNBOXEDTECH.COM
(888) 723-9770