A PRACTICAL GUIDE FOR FLEX OPERATORS

5 ways to generate more direct enquiries

From what you already have.

Five practical actions using your existing contacts, website, Google Business Profile, people and customers.

01 Reconnect with enquiries that went quiet

02 Make your website’s first impression work harder

03 Refresh your Google Business Profile

04 Give your people a role in generating demand

05 Turn existing customers into introductions

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16+ years in flexible workspace marketing.
Experience delivering over £50 million in direct revenue.

ACTION 01

Reconnect with enquiries that went quiet

An enquiry that did not convert is not automatically a dead end. Timing, budgets or team requirements may change. Keep in touch with relevant lost leads so your business stays in consideration when they are ready to move.

PUT IT INTO PRACTICE

1. **Start with a useful lost-lead list.**
   Review why each enquiry was lost and group contacts by location, requirement or likely timing where possible. Remove unsuitable contacts and anyone already in an active sales conversation. Focus on people you can appropriately contact.

2. **Option 1: send a monthly email.**
   Create a regular email for lost leads with a genuine reason to take another look: relevant availability, a new workspace option or a useful update. Keep the message focused and give readers a clear way to check availability, reply or book a viewing. Review the list before each send.

3. **Option 2: set up an automated workflow.**
   If your CRM or email platform supports it, trigger a short follow-up sequence when an enquiry is marked lost. Choose delays to suit the reason and likely timescale. Keep messages relevant and review any availability mentioned so it does not become outdated.

4. **Make follow-up part of the sales process.**
   Stop or pause automated messages when someone replies, becomes an active opportunity, buys or opts out. Assign a person to handle responses. Start with the monthly approach if it is easier to maintain; add automation when the process is clear.

TRACK THE RESPONSE

Record replies, reopened opportunities, viewings and deals from this activity. Review which messages restart useful conversations, rather than judging success on email opens alone.

ACTION 02

Make your website’s first impression work harder

Before spending more to attract visitors, check whether your website makes good use of the attention it already receives. The first screen should make your offer understandable and give a prospective customer a clear next step.

PUT IT INTO PRACTICE

1. **Make the first screen do a job.**
   Avoid a hero section that is simply a large image, with the useful information pushed below it. Bring your key message and call to action into the first view. Check this on a phone as well as a desktop: a layout that works on one may fail on the other.

2. **Be clear about who you are and what you offer.**
   Say what kind of workspace you provide, where it is and who it suits. Make your position in the market clear: value, premium service, a particular location or a specific audience. Use concrete reasons to choose you, rather than claims any operator could make.

3. **Give visitors clear calls to action.**
   Make the next step easy to find and understand. Use a specific action such as booking a viewing or checking availability, and repeat it at useful points further down the page. Check that buttons lead to the right place and the enquiry process is straightforward.

4. **Run a five-second clarity check.**
   Show your page briefly to someone unfamiliar with your business, then hide it. Ask what you sell, where it is, why they might choose you and how they would enquire. Use what they missed to decide your first change. Support your message with real imagery and credible proof.

TRACK THE RESPONSE

Record what you changed and when. Compare relevant visits, completed enquiries and enquiry quality over time. Treat results from a small number of visits cautiously.

ACTION 03

Refresh your Google Business Profile

Your Google Business Profile is another shop window for your workspace. Review it as a prospective customer would: does it clearly show where you are, what you offer and how to take the next step?

PUT IT INTO PRACTICE

1. **Check the practical details.**
   Review your address, map pin, customer-facing opening hours, phone number and website link. For a centre profile, check that the website destination helps someone explore that location.

2. **Show the workspace you sell today.**
   Review the photos visible to customers. Add clear, recent photographs of the entrance, offices and shared spaces where needed. Use an accurate business description and appropriate categories.

3. **Make genuine reviews part of the routine.**
   Invite customers who have used your workspace to leave an honest review. Make requests part of a consistent process, without rewards or a requirement for positive feedback. Reply helpfully to reviews.

TRACK THE RESPONSE

Log the details corrected, photos added and review requests sent. Record relevant enquiries or viewings that you can attribute to this activity.

Google guidance: profile details, photos and reviews.

ACTION 04

Give your people a role in generating demand

Your people do not have to become regular content creators to contribute. Thoughtful LinkedIn engagement gives them a practical way to build visibility, understand local businesses and start relevant conversations.

PUT IT INTO PRACTICE

1. **Choose the right people to engage with.**
   Start with local business owners, decision-makers, customers and professional contacts who are relevant to your centre. Follow their activity and notice what they discuss. A focused group is more useful than trying to be visible to everyone.

2. **Add something to the conversation.**
   Encourage colleagues to leave specific, thoughtful comments: contribute experience, answer a question or ask something useful. Likes can acknowledge a post, but a relevant comment gives someone more reason to notice and respond. Keep the conversation about their topic.

3. **Build a manageable routine.**
   Give willing team members a small, regular slot for engagement, such as ten minutes a few times a week. Look beyond your own company posts. Respond when people reply, and support colleagues when there is something useful to contribute.

4. **Recognise when to take the next step.**
   If a conversation reveals a relevant workspace need, follow up personally and offer help. Let the relationship and context guide the timing. Avoid turning every comment into a sales pitch or treating engagement as a route into a generic bulk message.

TRACK THE RESPONSE

Record relevant new relationships, conversations, enquiries and viewings. Review who your team is engaging with and what comes from it, rather than setting a target for likes or comments alone.

ACTION 05

Turn existing customers into introductions

Your customers already know what it is like to work in your centres. A specific request makes it easier for them to recognise a suitable business and introduce you.

PUT IT INTO PRACTICE

1. **Be clear about who you can help.**
   Choose a current requirement you can genuinely serve: for example, a local team of 4-8 people that needs a private office. Explain the location, team size and type of business that would fit. This gives customers something specific to recognise.

2. **Make a personal request.**
   Build the request into a natural conversation with customers you know well. Ask whether anyone in their network is reviewing workspace or facing a relevant challenge. Make it easy for them to say no; the relationship matters more than one introduction.

3. **Make the introduction easy.**
   Offer a brief description of the workspace and a named contact they can pass on. Let them check that the other person wants an introduction before sharing contact details. Give the prospective customer a simple route to a conversation or viewing.

4. **Respond promptly and close the loop.**
   Assign someone to respond to introductions and record what happens. Thank the customer who connected you and update them appropriately without sharing confidential details. Make the experience helpful for both people so they feel comfortable introducing you again.

TRACK THE RESPONSE

Record requests, introductions, viewings and deals. Keep the person making the introduction informed without sharing confidential prospect details.

YOUR NEXT MOVE

Choose one. Put it to work.

You do not need to tackle all five ideas at once. Start with the opportunity you can act on now, agree who owns it and set a date to review the response.

THE ACTION I WILL START WITH

THE SPECIFIC CHANGE OR ACTIVITY

WHO WILL DO IT, AND BY WHEN

THE RESPONSE OR OUTCOME WE WILL TRACK

TAKE THE NEXT STEP

Build More Direct Business

These five actions give you a place to start. The full course helps you look across your channels, identify where to focus and turn opportunities into a more consistent approach to generating direct business.

Explore the course at flexmarketingacademy.com