



Annual Promotion Plan Multi-Channel Customer Communications

Customer Phone Script

Preparation for calling customers & contacts	Relax. Remember, you are calling a friend who likes to hear from you. You are not selling anything. You are following up to see how they are feeling and to be thoughtful. You ARE NOT ASKING THEM TO DO ANYTHING...just helping them with information they welcome and appreciate....USE A MIRROR. LOOK AT YOURSELF. SMILE. Customers can tell when you are smiling. You will see the difference when you try it
Object of Phone call	First, to rekindle the friendly relationship you created when you made the sale, Second, and to make her aware of your special savings during the Semi-Annual Sale
What time to call	The favored time is between 5 to 8 pm. Second best is 9 to 11 am. However, if you can't make those times, CALL ANYTIME. JUST DO IT!
Voice Mail Message	Be even more friendly and leave the same basic message. Voice mail messages are nearly as effective as personal contact. Customers are not on guard thinking someone is asking them for something. They are surprised to find it is a friendly greeting to be sure your products are performing and letting them know they are remembered. And...they may have a project in mind and really appreciate your savings.
Who should make the call	First preference, the decorator who sold the customer. Second choice: an office assistant with a bright, peppy, friendly voice. If you own the business and have multiple responsibilities, delegating to another person is OK. It is all in the script
Major points to cover	<ol style="list-style-type: none">1. Project a friendly personal feeling that makes your customer feel important2. Clarify you are calling to say "Thank you" and you want to be sure the window products are "behaving" correctly3. Ask if she has had any friends in that saw the window treatments, and what did they think4. Ask if she is receiving your email design ideas newsletter, and did she notice your Semi-Annual sale in the last one5. Create awareness about your Semi-Annual sale, but in a way as if you are doing her a favor – possibly she is thinking about another project, and you wanted to be sure she received your email6. Close with a message that you are busy, but you appreciate her telling friends, or "Liking" your Facebook page.7. If she sounds friendly and appreciative of you your good work, ask her to send a short message you can post on your Website about her experience and what she liked best about working with you

Customer Phone Script Dialogue

Semi-Annual Sale

Hello, Mrs. Jones? This is Barbara Smith with Exciting Windows! I am just calling as a routine follow up to be sure that your window treatments are working OK.

Am I interrupting anything, or is it OK to take a minute? I'm sure you remember working with Janet Bowers, your decorator and owner of the business. She is out on appointments right now and asked me to call you. I'm working with her in the office. Janet said she really enjoyed working with you and that I should call to get acquainted and be sure everything is going well for you.

(Laughingly) I am supposed to ask you, "Are your blinds BEHAVING OK" We want to know they are still going up and down right ("opening" if draperies) and working correctly

Well, we just want to be sure they are working OK. By the way, have you had any friends visit; did they have a chance to see your treatment styling? What did they think of your ideas?

I also want to check if you are receiving our decorating email newsletter. Is that coming through OK? Great, I hope you like it. Did you notice on the last one that our Semi-Annual Sales is going until February 28 (Do not wait for answer). Janet wanted to be sure you were aware in event you have another project you are thinking about. She wanted to be sure you got the savings for it.

Well, that is all I have. I am really glad to get acquainted...and I am so happy your (blinds) (draperies) (shadings) (say "window treatments" if you don't know the products)... are performing as you want them to.

You know, if you enjoyed working with Janet, would you take a minute and send me an email about her service – what you liked about working with her...something I could put on our Exciting Windows! Website. It will not have your last name or address, and Janet will really appreciate your kind words so folks in the community know about her great service.

Will that work out OK for you? (Yes) GREAT! Would a week give you enough time? Just send to my email barbaras@excitingwindows.com Thanks so much. Have a wonderful summer.