



Script for Calling Customers Amid Covid-19 Crisis

This is a great way to reach out -- but I know the first couple you do will be very difficult. It is like knocking on doors-- it can be very awkward till you get the hang of it. You may want to call a couple people and do some role-playing so you can feel more comfortable. Here are my suggestions...

Good scripting is talking points... be prepared for questions and to have to go off script... here are the basic points:

- Hello... introduce yourself
- Make it personal and warm -- We wanted to check in and see how you are doing.
- Make the business inquiry -- we wanted to let you know we are open and ready to help you out
- Trying to stay open for the good of the community
- Suggest services: Is there anything you need? Great time for spring cleaning.
- Highlight health and safety -- Drycleaning and Professional Laundry will clean and sanitize all your household goods
- Highlight how you can help -- come pick-it up, curbside service, call when done... whatever you can offer
- Ask them to spread the word... we would love to provide the same assistance to your friends and neighbors.
- Thank them and ask them to call if they need anything

Sample script...

Hi Mr. XXX

This is XXXX from XYZ Cleaners and I just wanted to check in and see how you are doing. I wanted to let you know we are open... and doing all we can to serve the community. If you have any cleaning needs let us know. If you are stuck at home -- this may be a great time to do some spring cleaning! We can clean linens, comforters, blankets: our services are the best way to clean and sanitize you comforters and blankets. We can have them back to you the next day. We can also do wash-dry-fold service for all your cleaning needs.

If you don't want to venture out, I would be glad to come and pick it up and drop it off when ready. If you prefer to come to the shop -- just honk and I will come out and pick them up and call you when they are done.

This is a tough time for all of us, but I know how vital clean clothes can be to stopping the spread of this virus. Let your neighbors know too!

Thank you again for your business and your support!

If you need more information, or have questions feel free to contact me. We can work on other scripts to assist you, or explore more options to increase sales!

Sincerely,

Peter Blake

Executive Director: NEFA, SEFA, MAC & CCA

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