



## Script for Inventory Inquiries Amid Covid-19 Crisis

This is a great way to reach out to people with inventory still on your racks. They may want the items, but haven't gone out. They may be willing to take the items since they are working from home, they may not need the items-- out of sight, out of mind.

The first couple calls 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:

- Go into the call like you are helping them out -- they may need those garments and don't know you are open, or don't want to go out to run errands.
- Hello... introduce yourself
- Make it personal and warm -- We wanted to check in and see how you are doing, are you ok, empathy is important
- Make the business inquiry --we noticed you still have XYZ here at the shop and thought you may be needing them. We don't want you to go without, etc.
- Highlight how you can help -- we can bring it to you, curbside service, drive thru... whatever you can offer
- Make the business request... while we are out there we would be glad to pickup any items you may need cleaned and sanitized. Suggest Spring Cleaning, Comforters, linens, coats, etc
- Thank them and invite them to tell their neighbors in case they need help too.

Sample script...

Hi Mr. XXX

This is XXXX from XYZ Cleaners and I just wanted to check in and see how you are doing and make sure you are doing ok. I wanted to let you know we are trying hard to stay open... and doing all we can to serve the community.

We noticed you had XYZ here ready for pick-up. If you are stuck at home we would be glad to bring them out to you, or if you want to stop by and pick them up we will come right out to your car so you don't even have to come in!

While we are out there is there anything we can do to help you out? 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 just about everything you have.

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. Feel free to let your neighbors know in case we can help them too!

We really appreciate you and your business. Thank you for the 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

[www.nefabricare.com/www.sefa.org/www.macassociation.org/www.calcleaners.org](http://www.nefabricare.com/www.sefa.org/www.macassociation.org/www.calcleaners.org)

[peteblke@aol.com](mailto:peteblke@aol.com)

617-791-0128 (cell phone)

---