



HOW TO

MASTER CONVERSATION

OVER TEXT

SHOW SOME PERSONALITY

Break away from the idea that conversations over text should be scripted.

Coach your reps to be as human as possible with customers. In a world of chatbots and automated mass marketing, your customers will appreciate it.

SET AN APPOINTMENT

Although tempting, a text message isn't the best medium to make a sale, especially now.

If your stores are still open, the goal should be to set an appointment.

If your stores aren't open, your goal should be to check in and make sure your customers are safe.

BE AN EXPERT

Reps need to keep the conversation going by asking open-ended questions.

Getting customers to talk about their likes and dislikes about their devices (battery life, storage, camera, etc.) are great ways of earning trust.

Customers are looking for expert advice, they just need to be nudged in the right direction.

SET CLEAR NEXT STEPS

Although a seemingly obvious tactic, a simple appointment reminder can often be overlooked.

Encourage your reps to log appointments, share their availabilities, and text reminders and meeting confirmations days before the agreed-upon date.

9/10 Consumers want to use messaging to communicate with businesses