

# HOW to master OUTREACH



in 7 easy steps



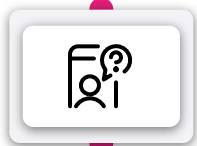
## 1. Introduce Yourself

Make sure your team is speaking to the right person and they are letting them know who you are and what store they're contacting the customer from



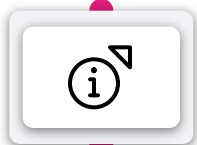
## 2. Build Rapport

Be sure your salespeople are reminding customers that they're reaching out from where they purchased their device/plan.



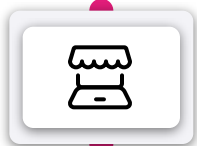
## 3. Check In

Encourage your team to strike up conversation about a customer's current device or plan. What do they like about it, what do they not like about it?



## 4. Inform

Ensure your sales associates are clear about why they are reaching out. For example, the customer is eligible for an upgrade.



## 5. Invite To Store

Encourage your salespeople to invite customers to the store (safely). Try to get your salespeople to get customers to commit to a specific time and date.



## 6. Handle Objections

Customers will unfortunately have objections. Equip your salespeople with the right objection-handlers around price, timing, etc.



## 7. Log Your Activity

Make sure your salespeople log their activity (calls, texts, notes, tasks, etc.) in a system of record so you can monitor productivity and coach to better behavior.