

## Coronavirus Call Script

What's the best way to talk to your customers during the current Coronavirus crisis? We should remember that communicating in our normal way is not appropriate right now. Most of your customers will be going through tough times. They may not even see the need for your services at the moment. However, it is vitally important to stay in touch and send the right message.

This script is designed to help you:

- Stay in touch with your customers
- Remind them that you are in business
- Find out how your customer is doing both personally and from a business point of view
- Understand how your historical business will look over the coming months
- Understand what opportunities there might be

The structure of this introduction is as follows:

1. Ask how the customer is on a personal level
2. Find out how the customer's business or job is at the moment
3. Ask if you can help in any way (and mean it)
4. Be there if the customer needs you
5. Think about how your company can help their business
6. Be personal again

**You will need to adapt this script to work for each individual customer: this needs to be personal.**

*Hello FNAME, it's MYNAME from COMPANY. I'm calling/writing to find out how you are at the moment?  
IF APPROPRIATE ASK AFTER FAMILY MEMBERS, PETS ETC*

### **FOR BUSINESSES THAT ARE CURRENTLY TRADING IN SOME FORM**

*I'm also wondering how you are finding business at the moment? How are things looking compared to the beginning of the year? Most people I have spoken to are struggling to cope with a big downturn in business. You must be finding things hard.*

### **FOR BUSINESSES THAT ARE CURRENTLY CLOSED**

*I know that you are closed at the moment. How are you managing to ride this out? You must be finding things very hard. Do you have plans to re-open yet?*

*What do you think your business will look like going forward?*

*Do let me know if there is anything I can do for you at the moment. This doesn't have to be print or design related. Let me know if I can make any useful introductions or even if there is something I can do for you personally.*

*And, if you do need any print at the moment, I am still open for business/I will be open again for business on DATE.*

### **IF APPROPRIATE**

*I know you are really busy changing your business round at the moment, but I would really appreciate five minutes to discuss how I can help you SOLVE PROBLEM with SERVICE or PRODUCT.*

*I am thinking of you at the moment. I hope all goes as well as possible. Remember, I am here if I can help you in any capacity.*

Best wishes  
MYNAME

**Notes:**

Remember to check out your customer's business first so that you have an idea of how things are for them before you make contact with them.

For the IF APPROPRIATE section think about how their businesses are changing and what solutions you can create to help them build business in a new way. We will cover more ideas and case studies for this in future Where The Trade Buys webinars.

Remember that it is more important to see how your customer is, build the relationship with them and understand how business might look in a few weeks' time than it is to make a sale at this point.

**What channels to use:**

If at all possible, speak to your customer rather than e-mail them. You can then develop the conversation according to their responses. If a call is not possible for any reason, consider sending a handwritten note if the business is open. If not, you will have to rely on e-mail.

**After you send this message:**

Ask your customer if you can contact them in a couple of weeks to see how they are doing if there is nothing to talk about before then. Use this script for the basis of the next conversation

## **Done For You Sales Scripts:**

**What to say on the phone and what to write in e-mails, letters and on social media**

"I've no idea how to handle a conversation like this!"

"I'd love to send a sales letter to prospects but I just don't know what to say"

There's a simple secret to successful sales call and letters

Many people think that creating the right wording is horribly complicated. But it doesn't have to be this way. The best sales calls and letters are based on simple formulas that can be adapted time and time again to different situations.

If you found this script useful you will find plenty more in "Done For You Sales Scripts". It covers exactly what to say to prospects and customers in a whole range of situations. It includes phone calls, e-mails, sales letters and social media.

The premium version also contains MP3s where I talk through how I approach these scripts in conversations as well as a book of bonus sales strategies

It is available from

<https://profitableprintrelationships.com/online-training-resources/done-for-you-sales-scripts/>

The book has a 30-day money back guarantee.

**There's a special 20% reduction in price for Where The Trade Buys Rockstars. This applies to all premium and platinum versions purchased before Friday 12th June. Simply enter the code WTT20 at checkout.**