



## Text tips

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### Acknowledge the consumer

Set the tone and establish the connection with the consumer, so they feel comfortable doing business with you.

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- Answer chats immediately or as soon as you can. They're waiting for an instant response.
- Text messages should ideally be answered promptly within 2 minutes.
- Ask for their name and use it wisely. (Spell it correctly and don't overuse it)
- Know your audience. Adjust your tone based on the consumer.
- Keep your grammar simple but correct.
- Mind your "netiquette." Avoid using ALL CAPS, slang, acronyms, too many exclamation marks or too many emoticons.
- When texting, don't send more than 3 messages at a time. Let the consumer respond.

### Ask the right thing

Keep the consumer engaged and interested.

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- Ask the right questions to gain information... but don't ask too many.
- Provide answers that will keep the conversation going.
- Say no without saying no. Offer other options instead.
- Share videos or photos to get them more engaged (The mobile app makes this easy!)
- Summarise the consumer's needs to make sure you haven't missed anything.

## Confirm next steps

Obtain contact information and ensure the consumer that someone will follow up.

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- Ask for the consumer's contact details to keep in touch.
  - Thank them for connecting with you.
  - Schedule a follow-up.
  - Then make sure someone does actually follow up!

## Are they at work?

Be mindful that the customer may be at work. Pushing for a call won't work so build up the rapport and exchange your details for later conversations