

# Navigating COVID-19 as a Home Improvement Professional

Actionable strategies, tools, and insights to help your business during uncertainty.

usehatchapp.com

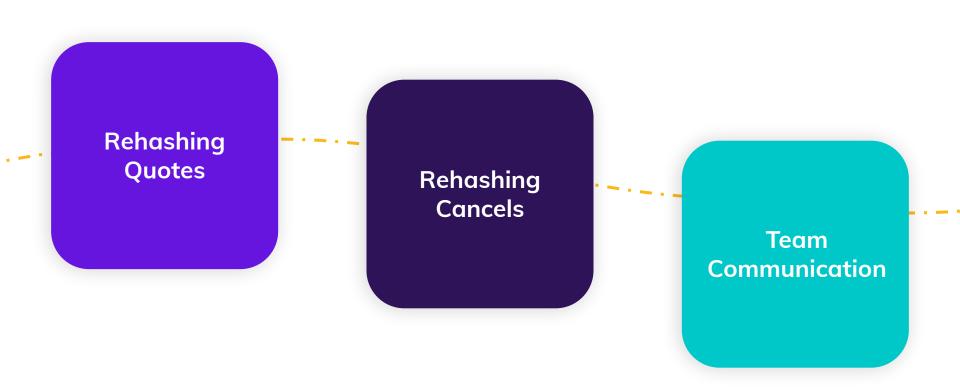
# Let's be transparent.

How can we navigate the reality of cancelled appointments, sales, and cash flow loss during this time?





# Your messaging platform can be the main driver for your business right now



## Strategy 1: Rehashing Demo No Sales

**Expected Business Outcome:** Uncertainty in market, customers want reassurance on pricing and next steps. Engage your customers in a variety of ways (texts, emails, calls) and close more business by offering flexible solutions.

#### Some actionable strategies:

- Automate multiple touchpoints coming from owner and sales manager - Leader in the Business sending the right message.
- Find true objection pricing, timing, COVID-19?
- Route your conversations appropriately for actionable next steps.





### Multi Touch Strategy: Stay top of mind and be mindful.







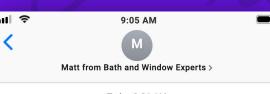
**Matt** Sales Manager



**Christina**Finance
Manager



**Nancy** Customer



Today 9:36 AM

Hi Nancy, this is Matt, Sales Manager at Bath and Window Experts. I know there's a lot of uncertainty right now with COVID-19, and I wanted to check-in with you on your upcoming project. Are there any questions or concerns I can answer for you?

Thanks for reaching out Matt. To be 100% honest, we're worried about costs. The market seems very unstable right now.

Delivered

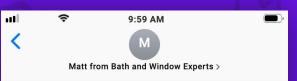
We completely understand, Nancy. Are you aware of the new emergency Fed interest rate cut to 0%? This is great news for everyone looking to finance home renovations.





FakeHQ.com





Today 10:30 AM

We've heard of the cuts, but we're not sure how that affects us and our project costs.

Completely understandable. If you don't mind, I'd love to loop in our finance manager, Christina, to explain how this affects you. Would it be okay if I tagged her in this conversation to answer any questions?

That would be great, thank you. Even better, can she give me a call?

Delivered

Absolutely! She will be in touch shortly.





FakeHQ.com



## Strategy 2: Cancelled Appointments

**Expected Business Outcome:** Customers in quarantine may cancel face to face appointments. You need a strategy around responding to cancels and get appointments virtually. **PEOPLE STILL WANT TO DO THEIR PROJECTS** - Virtual Appointments make it so business doesn't slowdown.

#### Some actionable steps:

- Reach out to customers with multi-touch campaigns (B2B approach) smart campaigns.
- Give incentive to move forward with the appointment.
- Offer virtual or remote appointments.





#### Multi Touch Strategy: Respond FAST and be mindful of safety.

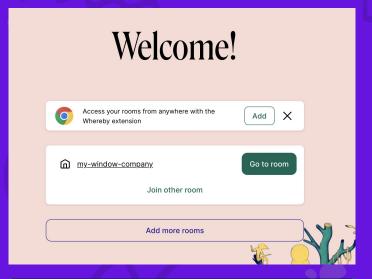
 Touch 1 - Day 1
 Touch 2 - Day 2
 Touch 3 - Day 3
 Touch 4 - Day 4

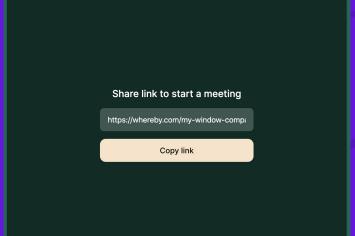
 Text
 Image: Control of the control of th





























Chat



People



# Strategy 3: Team Communication

**Situation:** Your team is currently all over the place. Working remote, working in the field, working in the office. You need a simple platform to communicate and avoid disruptions to business.

#### Some actionable steps:

- Communicate on a platform using texting automation.
- Consolidate all communication into a single platform.
- Use automation to communicate quickly; communicate personally when necessary.





# Interested in more strategies to help your business grow during uncertainty?

Text us at **(804) 764-0614** and let's discuss your desired business outcomes.



