

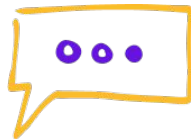


Navigating COVID-19 as a Home Improvement Professional

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



Rehashing
Quotes

Rehashing
Cancels

Team
Communication



Strategy 1: Rehashing Demo No Sales

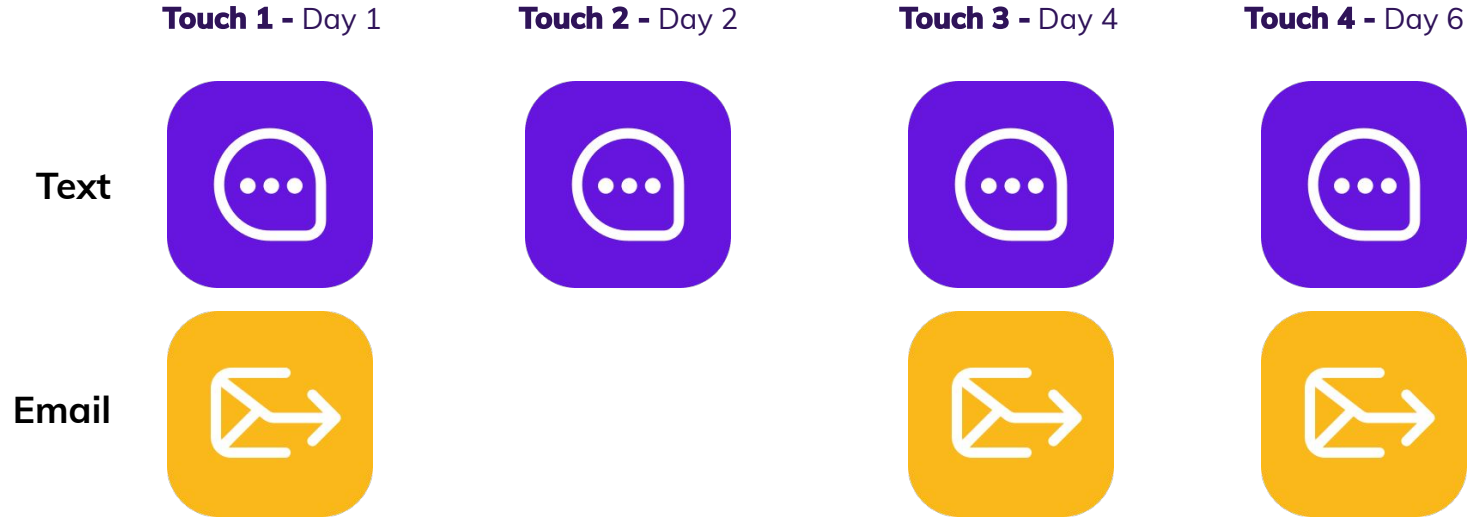
Expected Business Outcome: Uncertainty in market, customers want reassurance on pricing and next steps. Engage your customers in a variety of ways (texts, emails, calls) and close more business by offering flexible solutions.

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.





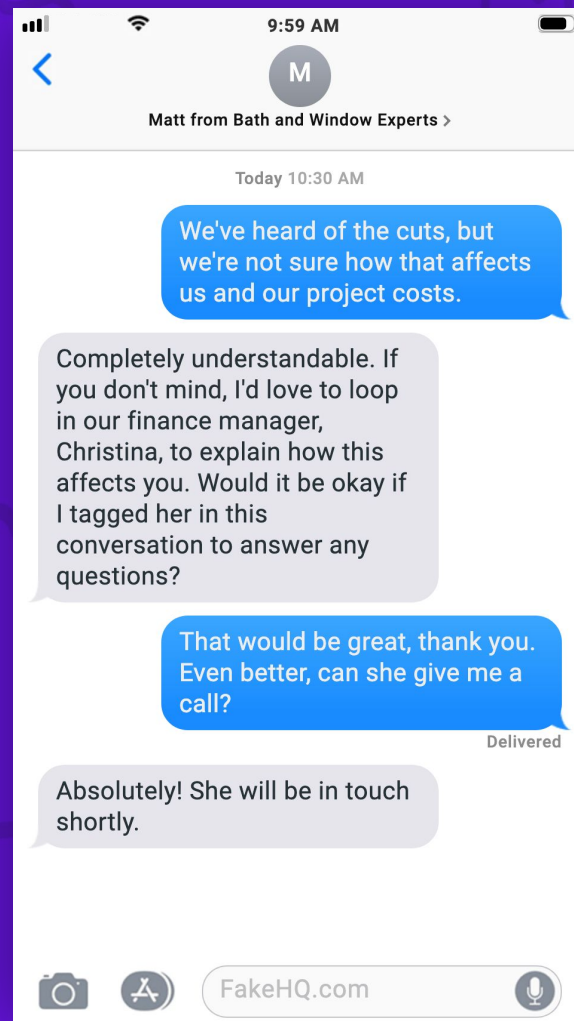
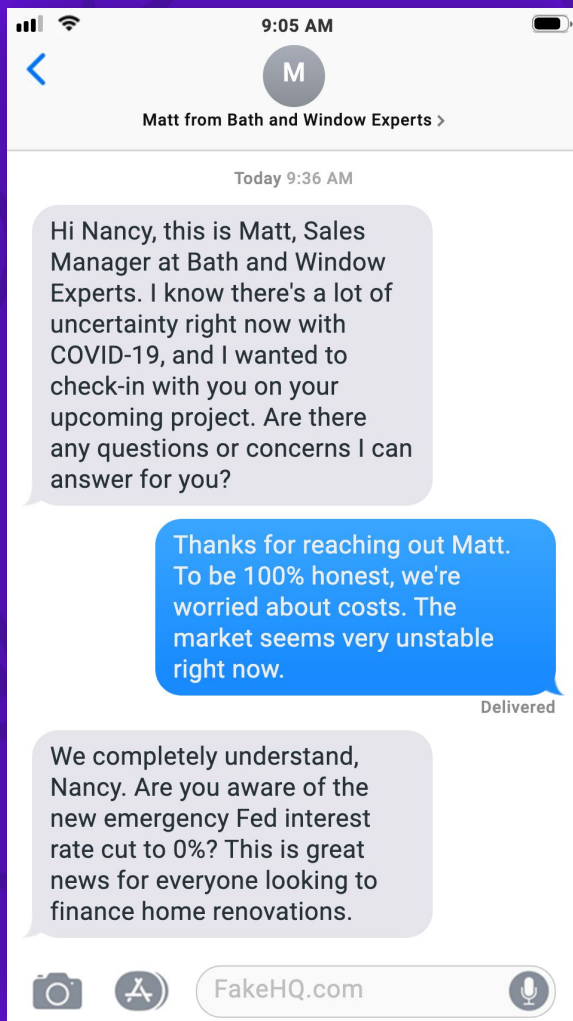
Matt
Sales
Manager



Christina
Finance
Manager



Nancy
Customer





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.

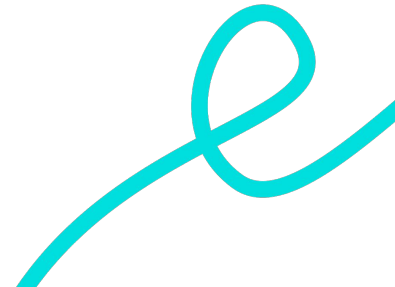
Touch 1 - Day 1

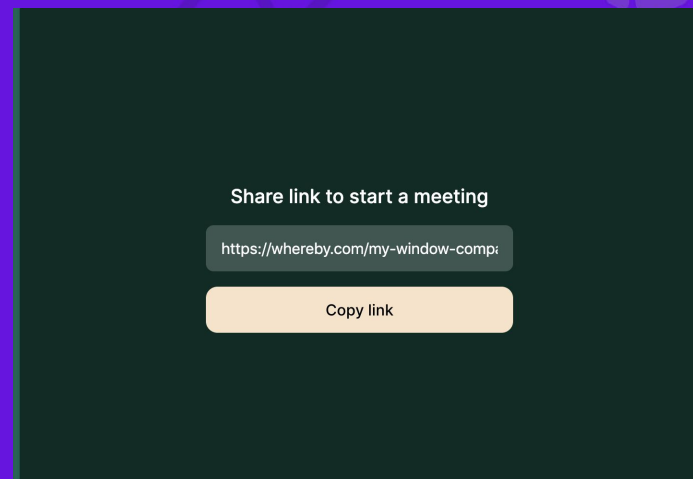
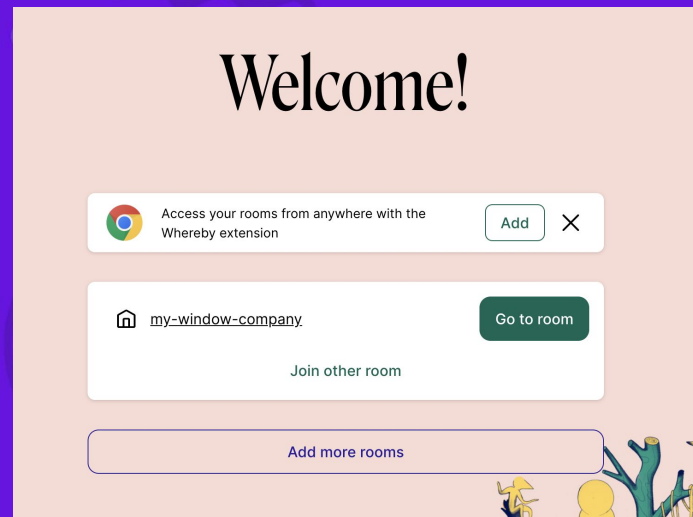
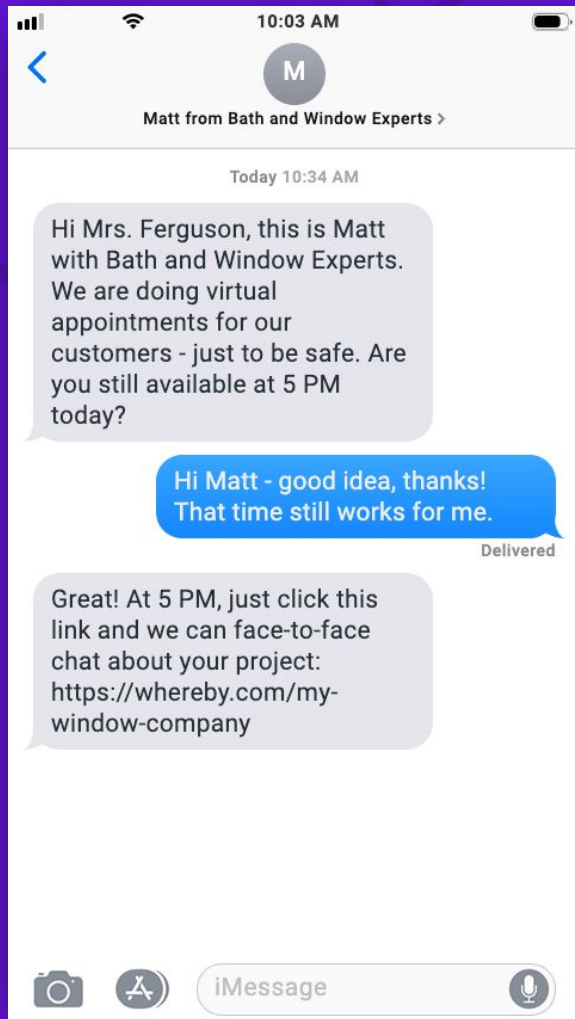
Touch 2 - Day 2

Touch 3 - Day 3

Touch 4 - Day 4

Text





Video Meetings, Video Conf

whereby.com/best-window-company-richmond

whereby


/best-window-company-rich...

2/4


...

Settings

BWO



Josh (you)



Matt

?

Cam

Mic

Share

Rec

Chat

People

Leave



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.

