



DIGITAL UPS SPECIALIST GUIDE

HANDLING DIGITAL UPS

Use this 2-minute drill to bring your Digital Up to life:

CHECK: Is this a current or new customer?

Look this information up in the CRM or customer database and consider how you'll adjust your message.

PREPARE: Dig into the PERQ Experience(s) they interacted with and review their website history.

What is this customer shopping for? Consider all of the information they've provided to you.

IDENTIFY: what is the customer seeking?

Price | Availability | Specs | Custom | Other

FIND an answer and prepare alternatives

Direct answer | Alternative products | Accessory suggestions

PREPARE your response strategy and quickly reply

Focus on Helping | Sell the Visit | Sell the VIP Appointment

GOAL

Appointment or
Sale from

25%

of your Digital Ups!

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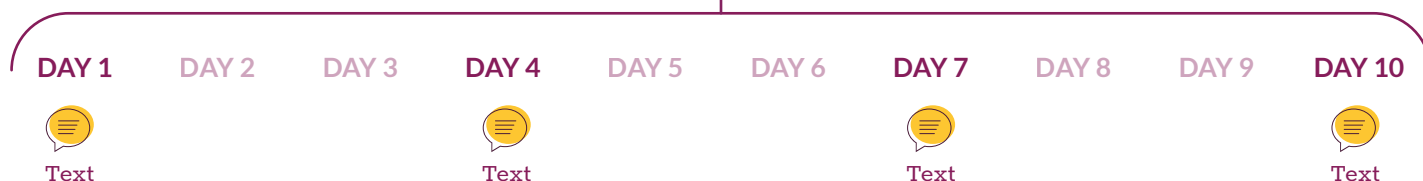
TIPS FOR SUCCESS

- Be FAST on your initial reach out. If you know it will be a bit before you can answer, tell them.
- Make your message personal to the customer. Always include your name in the text or email so they ask for you.
- Schedule your planned follow up as soon as you send a message.
- Always end with asking a personalized question. Focus on creating an engaging conversation and then appointments.
- Schedule appointments in the CRM so that the customer gets automated text and email reminders.

TYPE PRETTY



10-DAY OUTREACH PLAN



Strategic guidance provided by:

kain
UNIVERSITY





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TEXTING STRATEGIES

- Text from the CRM so you can keep track of the customer's messages and follow up.
- Send pictures from the floor, or website links of product or accessories.
- Use appropriate, personalized questions to encourage a response.
- Watch spelling and be adorable!
- If no initial response, use appropriate emojis or gifs to make it fun and inspire a response.
- Offer to get on the phone and send your contact information if your conversation gets to point where it would be easier.
- Sell the value of a VIP Appointment and include your store's VIP Appointment image.
- Remember, follow-up is selling. Provide reasons to engage. Specials, new products, low or final inventory, etc.
- Be fast, but don't text digital ups while servicing in-store ups.
- If you get a "stop" from the consumer, respect their wish and give them their space. This is the digital equivalent to "I'm just looking" you hear in-store.

Pro-Tip: Use These 2 Questions When Possible:



I can provide more details on a quick call or were you wanting to schedule an appointment with me to discuss this in person?



Should I place a hold on this item until you come in?

PERSONALIZATION STRATEGIES FROM PERQ EXPERIENCES TO HELP WITH DIGITAL UPS FOLLOW-UP

DIGITAL QUIZZES

See what the quizzes recommended, mention it and ask if you can send a couple of products that you think would fit them.



I see you learned from our website quiz that you are _____ style. Do you agree? Can I send you a picture of a couple of items that would fit your style?

PRODUCTS OF INTEREST

Review the products they were looking at when they checked for a special offer, asked a question, or requested more info, and make your responses personal:



I see you were looking at the _____ product. Can I send you a picture of the product a lot of my customers ended up buying after looking at that first?