

# TEXTING 101

- Treat texting like a call: ALWAYS introduce yourself & your store
- Acknowledge their question(s) and answer
- End with an Open-Ended Question
  - See Open-Ended Question Suggestions
- If the customer asks you to stop texting: STOP
- Do not text (or call) consumers after 90 days of becoming a website lead, unless it's part of the fulfillment process
- Be sure to follow the Telephone Consumer Protection Act. Visit the FCC website for a full listing of guidelines

