

Qualifying and Quoting Remotely Tips:

- 1) Establishing rapport on phone and/or email is more important than ever
- 2) Take time to ask questions (see attached question-based stairlift selling checklist) What are their exact needs? How are they holding up with country's "new reality?" Customers buy from people with whom they connect and understand their specific problem.
- 3) Ask them if they have a smartphone or tablet that allows them to take a picture of their steps and text or email it to you. Then you can provide a more accurate basis of quote and conversation about option needs.
- 4) Ask if they have an email that you can send them a video and brochures
- 5) Call them an hour after sending email to answer questions and give them quote from picture they sent.
- 6) Send follow-up friendly emails that explain why they should buy from your dealership and why you recommend Bruno.
- 7) Send them your COVID-19 policy, so they have peace of mind of allowing you in their home for installation.