




MBA Action Academy

Communication

Essential #5: **Get The Trust**

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MATTRESS BY APPOINTMENT



Essential #5: Communication
Get the Trust

Communication OVERVIEW


- **How We Communicate**
- Phone Technique
- Texting Technique
- Appointment Confirmation and Reminders

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How We Communicate

Methods of Communication

- Phone Calls
- Facebook Messenger (Marketplace)
- Facebook Business Manager Messenger
- Text Message
- Other Platform (Offer up, Nextdoor, etc)


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How We Communicate

How We Communicate

- Remember to Keep Urgency in your messaging (whether text or call)
- We still have some left, everything is first come first served, they sell fast.
- Answer messages quickly, delayed responses lose the opportunity, you must communicate with them while they are engaged.
- Remember the goal is NOT to sell them a bed, it's to GET THE APPOINTMENT!
- Do not let the customer set a time, you offer times to them.
- Maintain Control of the conversation


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How We Communicate

Build Trust

- When you respond quickly that has them engaged ready to communicate.
- Build trust and relationship by asking questions.
- Answer their questions vaguely and end by asking them a question
- Find wording that is natural for you, don't let your Word board or phone script sound to robotic.
- Remember the goal in messaging is to set the appointment!


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How We Communicate


Ask Questions

- What size mattress were you needing?
- Did you need just the mattress, or a box spring as well?
- Do you know where (insert general location of your shop) is?
- Were you interested in the payment plan?
- How soon were you looking to get something?

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Phone Technique

Answer the Phone

- You may be nervous when you first start, but if you don't answer the phone, you will lose the lead! This is a huge mistake of new dealers.
- Prepare a phone script, role play and practice until it is natural to you.
- Write what you will say on an Index Card and keep it with you.
- Answer with a smile, be genuine!
- Remember, you just got a truckload of mattresses in, and you are selling them fast!




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Phone Technique

Sample Script 1:

Dealer: Hello, this is Kelsey.
Customer: Yeah, I saw your sign on the mattresses.
Dealer: Yeah, I got some mattresses left, they are selling fast. What size did you need?
Customer: Queen, and I need a box spring too.
Dealer: Awesome, I have some queens left, box springs too. Was it for you or for someone else?
Customer: Me and my girl.
Dealer: Got it. What I do is set up time to check them out. I recommend you and your girl come in together. That keeps everyone happy! I'm located off State street by Hardees, you know the area?



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Phone Technique

Sample Script 1:

Customer: Yeah
Dealer: Great I can meet you today. Would 1 or 5 work better for you?
Customer: I can make 5 work.
Dealer: Is this a good number to text?
Customer: It is
Dealer: What's your name? I'll text you the address and directions.
Customer: Eric
Dealer: Good Deal Eric, I'll see you at 5!



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Phone Technique

Sample Script 2:

Dealer: Hello this is Katie, the Mattress Lady!
Customer: Yeah, I was calling about the mattresses.
Dealer: Sure, I have a great selection left. What size were you needing?
Customer: King
Dealer: I have kings in stock to take home same day. How soon were you hoping to get one?
Customer: This week sometime.
Dealer: Great, I do things a bit differently, I am a one-person operation and set times to meet people to check out what I have in stock. I can meet you as early as today to get you best selection! Would 3 or 6 work for you?



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Phone Technique

Sample Script 2:

Customer: How much are they?
Dealer: Kings start at \$275 and go up from there, lots of great options left. We do have a payment plans if that's something you're interested in?
Customer: Yeah, what's that.
Dealer: It's as little as \$10 down, interest free for 3 months. Most people apply when we meet. You just need a checking account and income to qualify. Did you want to meet today?
Customer: Sure!
Dealer: Great, 3 or 6?
Customer: 3



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Phone Technique


Perfecting Your Technique

- Practice makes perfect—role play with your coach!
- Be prepared to get thrown off, customers will ask a lot of questions! If you get one you don't know how to handle, write it down and call your coach.
- The longer you're in business and the more beds you sell, the more likely you'll get past customer calling about issues. Be prepared for those situations, and don't stress. We are problem solvers!

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- **Texting Technique**
- Appointment Confirmation and Reminders

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Messaging Technique

Word Board/Quick Keys

- Find a Quick key method that works with your phone.
- Paid Word Board App is most common for Iphones.
- Upload the responses in the Text Wordboard Document to your phone.


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Messaging Technique

Messaging Technique

- Messaging needs to seem genuine and personal. Don't respond too quickly when actively engaging-it will seem robotic.
- Your wording and tone should be the same via messaging or phone call.
- Be aware you will be ghosted a lot, especially on Marketplace. This is completely normal.

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Messaging Technique

Messaging Example 1:


Hi, is this still available?
Good Morning, what size mattress were you needing?

Queen
I have a great selection of queen left, it's all first come first served. I still have payment plan options available. Did you need just the mattress, or a box spring as well?

Just the mattress.
Awesome! What I do is set times to meet people, Located off Spring Rd near Arby's. How soon were you hoping to get something?

ASAP
I can meet you as early as today! Would 12:30 or 4 work better?

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Great! Can I get your name and numbers, I'll text you the address and directions.

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Messaging Technique

Messaging Example 2:


Hi, is this still available?
Good Morning, what size mattress were you needing?

Queen
I have a great selection of queen left, it's all first come first served. I still have payment plan options available. Did you need just the mattress, or a box spring as well?

Just the mattress. How Much??
Queens start at \$150 and go up from there. Lots of options in stock depending on your budget and comfort. Were you interested in the payment plan at all?

What's that?
Most people qualify for a no credit needed payment plan so for little as \$10 down, interest free for 3 months. Just need a checking account and income to qualify. How soon were you hoping to get something?

Tomorrow.
Okay, I'm located off Washington St near Starbucks. I am only there when set to meet people. I can meet you tomorrow. Would 10 or 2 work for you?

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Messaging Technique

Common Questions/Answers

What's the price range? Queens range from \$150-1350 with something in every price point and all comfort! More money doesn't mean more comfort. It's easier to go over all this in person when you can check them out decide where you see value.


Do you offer delivery? Local/same day delivery is available

What brand are they? Our inventory changes all the time. We never know what we will have when you are ready to buy.

Do they have warranties? All beds are made by top manufacturers and most come with at least a 10-year warranty.

What are your prices? That really depends on what you guys are comfortable on. We have eight or nine different options left with the displays set up so you can lay on them to see what you like!

Does that include the box spring? We do have wood foundations (boxsprings), frames, platforms and adjustable bases available as well!


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Messaging Technique


Resources

- Wordboard Document can be found in the files section of the Facebook group or on the portal for download.
- Print and keep handy for easy reference for both messaging and phone calls.

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Confirmation and Reminders

Confirmation

- Get their name and number and text them the address, directions and payment methods.

Hey, Carl, I look forward to meeting you at 10 to check out the mattresses. We are located at 605 Sparkle Rd, right beside Dollar General.

I accept cash, card and have interest-free payment plans for just \$40 down. If interested in that bring your checking account info, your Driver's license and a debit card with at least \$40 on it.

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Confirmation and Reminders

Reminder

- If they set day before, send a message in the morning confirming time. Then 1-2 hours before scheduled time.


Good morning Carl, just a reminder that we are set to meet at 4 this afternoon. If something changes let me know.

I look forward to meeting you at 4. Please confirm that still works for you?

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- Final Thoughts

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Final Thoughts

Don't forget

- When messaging your only goal is to SET THE APPOINTMENT.
- Be genuine in your communication
- There will be a lot of dead leads, don't get discouraged.
- Don't forget to send reminders.


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Final Thoughts


Timely Tips

- Follow up with Dead Leads asking if they are still in the market for a new mattress.
- When you get burned out on messaging, you can drive them all to the phone.
- Don't be afraid to set limits on yourself if your constant messaging is interrupting family life. Put your phone on DND as needed.

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Essential #5: Communication
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Up Next:
Essential #6: Sales
Get the Deal

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