



THE ULTIMATE CHEAT-SHEET FOR ENABLING SALES THROUGH PERSONALIZED TEXT

With actionable tips and real-life examples of messages that have worked for Statflo users

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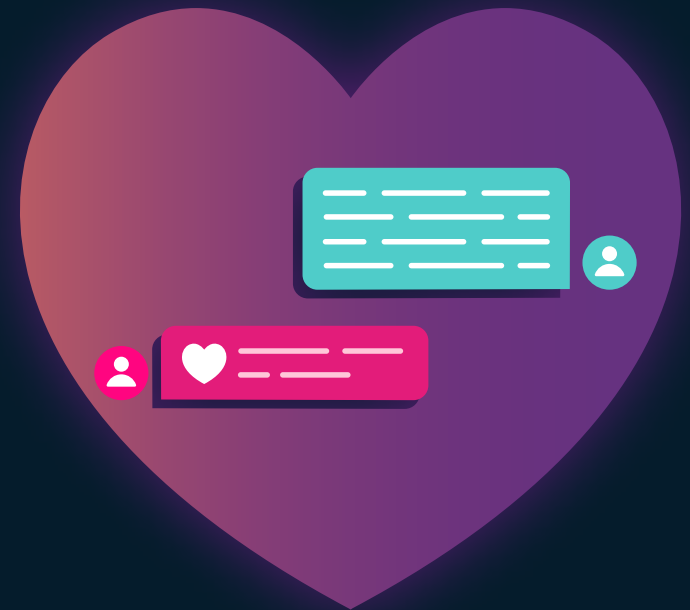
01 ABOUT THIS REPORT

Effective text-driven sales are all about having the right conversations.

At Statflo, we see the immense power of warm conversations with customers every day!

This guide seeks to provide you with actionable insights that'll help you build text messaging-driven customer relationships which enable sales.

We've supplemented these tips with real-life conversations that have taken place in the Statflo app to give you a better idea of what works and what doesn't. Statflo's sales team swears by this mantra and claims that it's the secret sauce that's helped our clients drive conversions through conversations.



Are you ready? Let's dive into it!

OPTIMIZE PROMOTIONAL TEXT MESSAGES FOR BETTER CONVERSIONS

Here's an example of a promotional text message sent by a Statflo user:

Hey [redacted], this is [redacted] at [redacted], your [redacted] authorized dealer located in [redacted]. We've got the iPhone SE on for 120 right now and thought you might be interested in an upgrade from your iPhone 5S! Was there a new device you were thinking of moving to?

You see what the rep did?

To begin with, the message established the rep's identity and credibility with the customer by starting on a personalized note.

Then, the offer was mentioned in the context of the customer's current device; this subtly put across the message that the customer was using an outdated device and needed to switch to a new one.

Lastly, the message ended with an open-ended question which put the onus on the customer to give his or her thoughts and preferences.

This is the ideal way to send promotional text messages to your customers. This approach ensures that even if they are not interested in the purchase at that time, you gain information from them regarding when to follow up and what offer to follow up with.

Here are some of the crucial points to keep in mind when trying to optimize your promotional text messages for better conversions:

- Identify the segment of your consumer base that's most likely going to be interested in that promotional campaign
- Make sure the outreach is not overly salesy but more conversational in nature
- Keep the tone casual and personalize the text message for better results
- Be mindful of the timing of your messages; you don't want to be intrusive and send them a text message during the busy hours of the day or at inappropriate hours.
- The key is to use conversations as a selling point and make the sale happen as a natural part of the interaction. So, instead of just sending the offer or the promo code in the message, try to include information that gets them excited about the deal.
- Ideally, you should be answering the following questions through your promo outreach texts- What makes this offer unique? How will the customer benefit from the deal? Why is this the best time to avail the discount?

LEVERAGE YOUR LOYALTY AND REWARD PROGRAMS TO INCREASE ENGAGEMENT

Let's take a look at these two text messages sent by different Statflo users:

Hey [redacted], this is [redacted] from [redacted], your local [redacted] dealer. Thank you for being a loyal customer! We are reaching out to let you know about some exclusive offers and discounts that you may qualify for. We don't want you to miss out! Would you prefer to chat via text or a phone call?

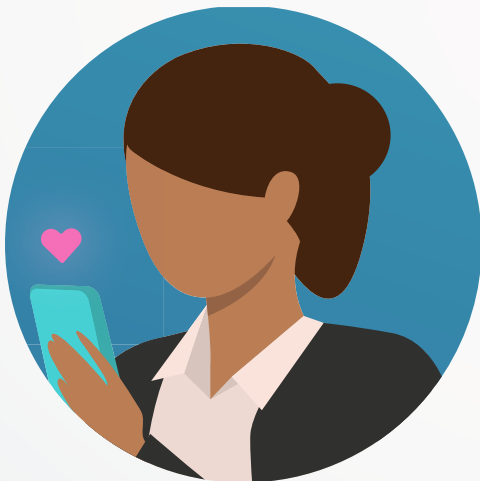
Hey [redacted], have you checked out your loyalty offers? You have two lines eligible for new phones and rate plans starting at \$45, these offers expire soon.

- In the **first** example, the sales associate is trying to establish a relationship with the customer by emphasizing on the exclusivity factor. Again, the open-ended question at the end places the customer in complete control of the conversation.
- In the **second** text message, the salesperson in-charge is directly coming to the point. The content of the text does a good job of answering the customer's question of what they stand to gain from their loyalty to the company.

Two conversations, two different approaches.

LEVERAGE YOUR LOYALTY AND REWARD PROGRAMS TO INCREASE ENGAGEMENT

An ideal way to get more out of your text messaging campaigns in the context of leveraging customer loyalty is to try out such different combinations and see which one gives you the best results.



Here are some more tips to help you with your loyalty and reward-based text messaging efforts:

- A text message meant to get sign-ups for reward and loyalty programs should answer the question ‘What’s in it for the customer?’
- Communicate the value of the program through the message instead of being vague
- If possible, link out to a relevant page or sign-up form in the text message so that your customers can sign up in a hassle-free way. You can also do this by using a tool that integrates with your existing rewards program and presents the necessary information/sign-up links to the customer in the text message itself.
- Get creative with your conversations - instead of restricting yourself to informative texts, try sending interesting visual content like GIFs or short videos about the loyalty program over the message.

DRIVE MORE STORE TRAFFIC THROUGH TEXT MESSAGE OUTREACH

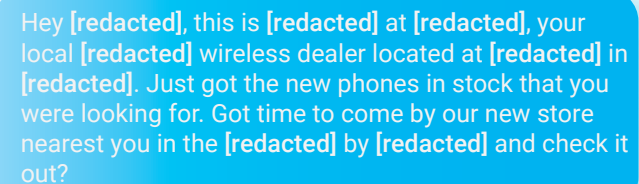
In many retail customer lifecycles, driving foot traffic to the store is an essential part of closing the sale. If you run a brick-and-mortar store, all your marketing and outreach efforts inevitably focus on getting the customer to visit your physical location where you can engage with them and complete the sale.

That's where your outreach strategy has to become truly omnichannel. What starts with a customer-business conversation over a text message has to culminate in the physical visit to the store location and an in-person interaction between the two.

The question is, what incentive does the customer have for visiting your store?

If you're able to answer this question effectively through your customer conversations, then only you'll be successful in driving foot traffic to your stores.

A Statflo user sent the following message to the customer in an attempt to get them to visit the store:



Hey [redacted], this is [redacted] at [redacted], your local [redacted] wireless dealer located at [redacted] in [redacted]. Just got the new phones in stock that you were looking for. Got time to come by our new store nearest you in the [redacted] by [redacted] and check it out?

The incentive here?

Availability of new devices that the customer obviously previously expressed interest in.

The approach here?

Trying to capitalize on the limited-stock driven urgency and exclusivity of the product.

The emphasis here?

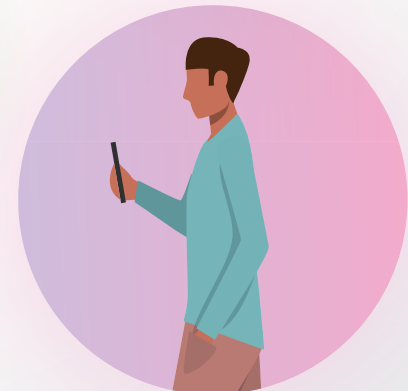
Focusing on making the process easy for the customer by specifically mentioning how conveniently the store is located.

DRIVE MORE STORE TRAFFIC THROUGH TEXT MESSAGE OUTREACH

Here are some additional tips for you to drive in-store traffic through your messages:

- Your messages should be centered around what's critical to the customer during each of your touchpoints with them during their lifecycle
- The focus of the conversation should be to provide them with a meaningful reason or an incentive to come into the store
- Every text message should answer the questions 'Why should the customer come into the store?' and 'What extra value is the customer getting by coming into the store?'
- Try sending helpful resources to make the customer's visit to the store easier. For example, you can send a Google Maps pin of your store through the text message so that the customer doesn't have to take extra efforts to figure out the directions

- Another way to make sure the customer visits the store as promised could be to send an appointment link at the end of the conversation and then an appointment reminder on the previous day of the scheduled visit
- You can also text the customer incentives like coupons or promo codes that can be availed only by shopping in-store.



NURTURE PROSPECTIVE BUYERS THROUGH TEXT MESSAGES

Take a look at this conversation between a Statflo user and their customer:

Hello [redacted], this is [redacted] at [redacted]. Looks like we might be able to help you upgrade early! How is your device holding up?

No intention of upgrading. Out of my price range.

Absolutely understand but just so you know they did launch the new iPhone SE which is only \$17/month, so if and when the right time comes just stop in to our location and i'll be happy to assist you with anything.

For how many years??

Everything is for 24 months. Just to relate that to another iPhone, they are normally \$30-\$45/month. It is a very good cost efficient device.

Why is this a good example of a prospect-nurturing conversation?

Primarily because the sales rep is listening to what the customer is saying before suggesting the right fit. The entire interaction is centred around helping the customer solve their problem and it puts into context what the customer stands to gain from this deal. Instead of pushing their own products, the rep is only suggesting an option which seems well-suited despite the customer's constraints.

NURTURE PROSPECTIVE BUYERS THROUGH TEXT MESSAGES

Here are some of the key takeaways from the conversation that you should keep in mind while nurturing your prospects via texting:

- Be casual. Be conversational. Show some personality. And more importantly, have fun with the conversation – meaning, let the prospect understand that it's a real human being they're talking to and not just a bot
- Treat every text message interaction as an opportunity to gain more information about the prospect. They may not be ready to make the purchase yet but that doesn't mean you let the conversation go cold and pass up on the opportunity to gain valuable insights into the prospect's mindset and needs
- Being helpful through your messages is the best way to nurture prospects. So, tailor the conversation to suit their current situation.
- For example, the prospect may say that they're not ready to make the purchase just yet but they'll probably be interested in a few months after saving up or when timing is better. Try responding to such a message by suggesting better and more cost-effective alternatives. You can also give an example of how much it'll cost to service the existing product in case of any problems and why it would be better in the longer run to upgrade at this time.
- If the customer is still not interested in making the purchase, provide them with some valuable leave-behind material and be sure to put them in

FOLLOW UP WITH LEADS OVER TEXT MESSAGE

While following up with leads, it's critical to master the art of discerning the tone of the text and reading between the lines. In the example given below, though the customer's replies don't hint at a sale happening anytime soon, they show that he isn't outright disinterested.

In such a situation, it's important to keep following up and take the conversation ahead by trying out different approaches.

Hello [redacted], this is [redacted] at [redacted]. I just noticed you might be eligible for an upgrade soon. Any device you were thinking about moving to?

I am good right now but thank you

Apple launch coming up! Interested?

Maybe

I can add you to our iPhone launch list and follow up with you once Apple announces their new iPhone & give you more details on our special offers.

Sounds good. What is the next phone and how much does it list for

We are not sure since Apple hasn't announced anything yet. Once we get more information I can follow up with you and tell you the pricing for the new phone.

Ok

FOLLOW UP WITH LEADS OVER TEXT MESSAGE

Some other practices to keep in mind while sending follow-up messages are:

- Every follow-up message you send should add value instead of just regurgitating the same information that was previously exchanged in conversation
- Schedule follow-up tasks and reminders to follow up with leads when their answer is not a complete no, but no, just for the time being
- Be receptive to the tone of the text messages you receive from them. Don't just bombard them with information without paying attention to their responses. Let their replies define the next course of action for you
- It'll also be a worthwhile exercise to not restrict the follow-up messages to just text and explore other formats like animated videos and graphics for upcoming announcements that might interest the customer
- End every follow up conversation by asking for a better time or way to reach out to them. If they have expressed their lack of interest in a particular product, ask for their preferences and try to get information about what didn't go well for them with the product previously.



BEST TEXT MESSAGING PRACTICES FOR BUILDING RELATIONSHIPS

- Before you send a text message to your prospects, take into account your conversation history with them. Neither should you be sending the same info again and again nor should you be taking the approach that hasn't worked in the past with them
- Be meticulous in your messaging. If someone has pointed out something in the conversation, make sure you take cognizance of that info and add it to your data
- Double check the info before you send out the text messages – you don't want to send them any content that they've explicitly told you not to
- You don't have to sell them your product/service in the first message that you send. The first message is usually a conversation starter that's meant to get them hooked to the chat
- Keep the message personalized and friendly. Don't bombard them with too much info at one go – keep it short and simple. Challenge yourself to keeping your messages to 160 characters
- It's good to have a general awareness about what's going on in the part of the world where the customer resides. You don't want to come across as insensitive or offend the person with an inappropriate remark mistakenly sent through the text message. Assume all messages can be screen captured out of context and shared with the world. Be mindful of what is said.
- Messaging outreach is effective only if your frontline is excited about and dedicated to the exercise. Find new ways to coach your frontline, get them excited about proactive outreach by sharing results, and monitor the exercise by using tools like Statflo that give you complete visibility into your rep activity

WANT MORE?

We'll show you how to use warm conversations with customers to generate more sales!

Statflo team will personally analyze your campaigns, ensure smooth integration with your data, and walk you through the exact steps you can take to implement personalized business text messaging to get better results fast. Click the button below to book your demo today!

[Book your free demo!](#)

