# FASTTRACK
## SALES SYSTEMS

# COMMUNICATION PLAN WORKSHEET

## Communication Plan

Defining what happens during the "gap" between the Signature and the Installation to secure the sales you've made!

### Step 1 - Communication Timeline

Use the space below to list out all of the steps that your company takes EACH TIME an order goes from sold to installed. What can you consumer expect? When? How long will each step take? Are there any action THEY will need to take? Be as detailed as possible.

Use these ideas for inspiration, but remember to detail all points of action/communication that happen in your business. If any of the steps happen on the same day, they don't need to be separated into individual steps.

> Consumer says Yes!
> Order Specifications are finalized
> Order is sent to the vendor
> Vendor Confirms
> Order Ships

> Order is received
> Installation is Scheduled
> Product is delivered to home
> Installation takes place

| What happens | Time it takes |
|---|---|
|  |  |

## What can you communicate?

Use the list that you wrote from step 1 and, in the order that they will happen, write out each step that you want to communicate to the customer in the first column. Remember that you should have a least 3 points of communication but you don't need to fill them in on every single detail. Think about what will be important for them.

| What steps will you communicate | How | When |
| --- | --- | --- |
|  |  |  |

## How / When do you want to communicate?

For each step, decide if you want to send an email, text or Voicemail and enter it in column 2, above.

For each step, decide WHEN you will send the communication and/or how long that step might take (for example, an installation might take a few days) and enter it in column 3, above.

## Draft up EMAIL #1

Using your information plan from step 2, draft up an email that details WHAT your consumer can expect from you.

EMAIL TIPS: Use bullet points, bold, italics and underline to draw attention to the MOST important details.
Remember that this is a template you will use over and over, so leave blanks if you want to enter dates/names/etc.

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## Automated Voicemail TIPS

Keep your pre-recorded emails generic enough to use over and over in different scenarios.

Keep you tone really friendly (Smile! Mirror! Treat your customer the way you want to be treated!)

Keep your voicemails SHORT! 2-3 min is MAX!!

› Your name —————————————————————————————

› Company name —————————————————————————

› Your information ——————————————————————————

› Call to Action (repeat at the beginning and end for best impact)————————

› Your Phone number (repeated 2x at least) ⟶ write it as you say it to get the right pace