

Sales Call – Former (Dead) Customers

“Good morning, my name is [mention your name] from African Naturalistas. Am I speaking to [mention customer’s name]?”

Wait for affirmative response

“Okay ma, is this a good time to talk?”

If she says “No”, ask for when will be a good time, and record it against customers’ database, to be called later. If she says yes, proceed to next step

“Sometime in [Mention month and year of last purchase], you purchased [mention products purchased] from us. However, we never received any more orders from you since then. Is there any reason you stopped buying from us since then?”

Wait for customer response, and address any concerns raised

“Okay ma, I just wanted to tell you our processes have improved. Our product quality is top notch, a lot of positive changes have happened at African Naturalistas since you last patronised us.”

“We’ll like you to give us a second chance, and patronise us again.”

Wait if any sales objections are raised, and address them.

“As a comeback gift, we will give you 10% discount on your next order. Would you like to take advantage of this offer, and get some products from us?”

Follow up with sales, except customer emphatically states otherwise

Sales Call – Whatsapp Abandoned Sales

“Good morning, my name is [mention your name] from African Naturalistas. Am I speaking to [mention customer’s name]?”

Wait for affirmative response

“Okay ma, is this a good time to talk?”

If she says “No”, ask for when will be a good time, and record it against customers’ database, to be called later. If she says yes, proceed to next step

“You contacted us on Whatsapp to enquire about our products, but I noticed you not proceeding with the sale. Is there any reason for this ma?”

Listen to the Customer’s objections, and address her objections using the information in the Sales Objections script.

Your goal is to address the customer's objections, get the customer to make a purchase, or at least drop a date, when they will purchase. Be sure to keep following up

Sales Call – Purchase Follow up

To be made only after products have been marked as “Delivered”

“Good morning, my name is [mention your name] from African Naturalistas. Am I speaking to [mention customer's name]?”

Wait for affirmative response

“Okay ma, is this a good time to talk?”

If she says “No”, ask for when will be a good time, and record it against customers' database, to be called later. If she says yes, proceed to next step

“You recently bought some products from us. Firstly, I will like to thank you for your patronage. We really appreciate it. I want to know if you received your products in good condition.”

Wait for affirmative response

If affirmative, say A. If not, say B

A “Okay ma. I am glad to hear that. If you need any help regarding your products, feel free to reach me on this line or send us a WhatsApp message.”

B “I am so sorry about this ma. I will escalate your feedback and complaints, and we will address it, to make sure this doesn't repeat itself”

Proceed to escalate the issue

Sales Call – CRM /Feedback Calls

To be made only after the product has been purchased for a minimum of 1 month

“Good morning, my name is [mention your name] from African Naturalistas. Am I speaking to [mention customer's name]?”

Wait for affirmative response

“Okay ma, is this a good time to talk?”

If she says “No”, ask for when will be a good time, and record it against customers' database, to be called later. If she says yes, proceed to next step

“You recently bought some products from us. Firstly, I will like to thank you for your patronage. We really appreciate it. I want to know if you received your products in good condition.”

“Sometime in [Mention month and year of last purchase], you purchased [mention products purchased] from us. I will like to ask some questions about the products and your experience

Proceed to ask questions using the Headers in the CRM Database

Fill the columns accordingly, and escalate issues