

PERQ Web Engagement Lead Follow-Up:

Phone Examples:

When a consumer gives you their phone number, it's a good practice to follow-up via a phone call. Below is an example script you could use based off of information the consumer has provided. The goal of each phone call should be to 1) answer any questions they have 2) try to schedule a time for them to visit you in-store.

*Tip 1: Look at the "Website History" on your lead notification to see where else they have shopped on your site. This is good information to use in conversation as well!

*Tip 2: When a consumer has gone through multiple experiences, consider all of the information they have given you before responding. The more you know, the more you can tailor a personalized and comprehensive response to them.

Consumer Profile Example – Sofa Assessment

First Name: Jessica

Last Name: Smith

Email: jessica@gmail.com

Phone: 555-555-5555

Where is your sofa going?: [Main floor in direct sunlight](#)

What color would you pick for your living room walls?: [Neutrals with a splash of color](#)

How many people do you need to sit on your sofa?: [6](#)

How do you describe your style of home?: [Craftsmen](#)

What will your sofa primarily be used for?: [Watching Movies](#)

Who will be using your sofa?: [Entire Family](#)

If you had a long weekend, you'd be?: [Relaxing at home or the coffee shop](#)

How soon would you like to purchase? [A Month](#)

Sofa Result: [Cozy Casual](#)

Sofa Assessment Phone Example:

Hi [Jessica](#), this is _____ with ABC Furniture. I saw that you had an opportunity to visit our website and take our [sofa style assessment](#). Are there any questions I can answer about your [sofa](#) result or your interaction with our company so far?

You mentioned you were looking to purchase a sofa in the [next month](#) (*look at timeframe answer.*) We work with other shoppers like you who are [researching sofa options online before deciding where to buy](#), and we realize it's an important purchase, especially when it's for the [entire family](#) in [the main living area](#).

Most of our online shoppers that have an interest in [purchasing a sofa](#) are also interested in an in-store appointment with one of our sofa experts to have an easy, VIP in-store experience. It's a great time to use your special offer from the quiz as well.

Perhaps we can aim for a time toward the end of next week. Do you have your calendar in front of you? (Schedule day/time/timezone). Great. You'll be meeting with (Sales Consultant Name). She/He's great!

Closing: Thanks for your time. I will send you a follow-up calendar invite confirming the date and time for [your in-store sofa appointment](#). I will look for an acceptance of that invite and if I don't see it today, I will check back with you. We look forward to helping you! Have a great day!

Consumer Profile Example – Mattress Assessment

First Name: Jessica

Last Name: Smith

Email: jessica@gmail.com

Phone: 555-555-5555

What mattress firmness do you prefer?: [Soft](#)

Why are you shopping for a new mattress?: [Mattress is Old](#)

Do you get hot while sleeping?: [Yes](#)

How deep do you sleep?: [Light](#)

What position do you sleep in?: [Varies](#)

When it comes to price, what do you prefer?: [Cheapest](#)

How soon do you want to purchase?: [Next Two Weeks](#)

Mattress Result: [Innerspring](#)

Mattress Assessment Phone Example:

Hi [Jessica](#), this is _____ with ABC Furniture. I saw that you had an opportunity to visit our website and take our [mattress assessment](#).

Are there any questions I can answer about your [innerspring](#) result or your interaction with our company so far?

You mentioned you were in need of purchasing a mattress in the [next two weeks](#) (*look at timeframe answer.*)

We work with other consumers like you who [are in need of a mattress rather quickly](#) and for a [reasonable price](#)...who are researching online and trying to figure out where and what to purchase.

Most of our online shoppers that have an interest in [purchasing a mattress soon](#) are also interested in an in-store appointment with one of our mattress experts to have an easy, quick in-store experience. It's a great time to use your special offer from the quiz as well.

Perhaps we can aim for a time toward the end of next week. Do you have your calendar in front of you? (Schedule day/time/timezone). Great. You'll be meeting with (Sales Consultant Name). She/He's great!

Closing:

Thanks for your time. I will send you a follow-up calendar invite confirming the date and time for your [mattress consultation](#). I will look for an acceptance of that invite and if I don't see it today, I will check back with you. We look forward to helping you! Have a great day!

Consumer Profile Example – Scratch & Save

First Name: Jessica

Last Name: Smith

Email: jessica@gmail.com

Phone: 555-555-5555

Where are you in the buying process?: [Middle – I'm narrowing options.](#)

Did you find what you were looking for on our website?: [I'm just browsing.](#)

Scratch & Save Phone Example:

Hi [Jessica](#), this is _____ with ABC Furniture. I saw that you had an opportunity to visit our website recently and go through our [Scratch & Save promotion](#).

I realize you're probably in the research phase of your shopping process and deciding where to spend your time in-store. We'd love to help you [narrow your options](#) – what particularly are you shopping for?

Great! We have many in-store experts in-house that specialize in [{{product}}](#) and recommend [{{line of products}}](#)

[{{Name sales consultant}}](#) is available [{{day/time}}](#) if you'd be interested in meeting with a [{{product}}](#) expert for an easy, hassle-free in-store experience? Or, you're welcomed to come in the store, no strings attached to sit on the furniture to see what you like!

Do you have your calendar in front of you? (Schedule [day/time/timezone](#)). Great.

Closing:

Thanks for your time. I will send you a follow-up calendar invite confirming the date and time for your in-store appointment. I will look for an acceptance of that invite and if I don't see it today, I will check back with you. We look forward to helping you! Have a great day!

Email Examples:

When a consumer gives you their email address, it's a good practice to follow-up via an email. If you have a phone number as well, both emailing and calling is appropriate. Below is an example email script you could use based off of information the consumer has provided. The goal of each email should be to 1) answer any questions they have 2) try to schedule a time for them to visit you in-store.

*Tip 1: Look at the "Website History" on your lead notification to see where else they have shopped on your site. This is good information to use in conversation as well!

*Tip 2: When a consumer has gone through multiple experiences, consider all of the information they have given you before responding. The more you know, the more you can tailor a personalized and comprehensive response to them.

Consumer Profile Example – Sofa Assessment

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Where is your sofa going?: [Main floor in direct sunlight](#)

What color would you pick for your living room walls?: [Neutrals with a splash of color](#)

How many people do you need to sit on your sofa?: [6](#)

How do you describe your style of home?: [Craftsmen](#)

What will your sofa primarily be used for?: [Watching Movies](#)

Who will be using your sofa?: [Entire Family](#)

If you had a long weekend, you'd be?: [Relaxing at home or the coffee shop](#)

How soon would you like to purchase? [A Month](#)

Sofa Result: [Cozy Casual](#)

Sofa Assessment Email Example:

Good morning [Jessica](#),

I saw that you had an opportunity to visit our website and take our [sofa style assessment](#). Thank you for browsing our website. Are there any questions I can answer about your [sofa](#) result or your interaction with our company so far?

You mentioned you were looking to purchase a sofa in the [next month](#) (*look at timeframe answer.*) We work with other shoppers like you who are [researching sofa options online before deciding where to buy](#), and we realize it's an important purchase, especially when it's for the [entire family in the main living area](#).

Most of our online shoppers that have an interest in [purchasing a sofa](#) are also interested in an in-store appointment with one of our sofa experts to have **an easy, VIP in-store experience**.

Would [{{Date//Time}}](#) work for you to come in-store and meet with [Betty, our sofa expert](#)? If not that date and time, what works best for you?

Lastly, we do have a sofa special going on right now! [{{Details about sofa promotion}}](#)

I look forward to hearing from you!

[{{Name}}](#) // [{{Email, contact info}}](#)

Consumer Profile Example – Design Style Quiz

First Name: Jessica

Last Name: Smith

Email: jessica@gmail.com

How do you spend your free time?: [With Family](#)

How does your home describe you?: [Comfortable](#)

Pick your dream home?: [Mountain](#)

When you have company over, it's for?: [Cookout](#)

What's your current walk of life?: [Grandparents/Empty Nesters](#)

Design Style Result: [Casual Country](#)

Design Style Example:

Hi [Jessica](#), this is _____ with ABC Furniture. I saw that you had an opportunity to visit our website and take our [design style quiz](#). Thank you for browsing our website. Are there any questions I can answer about your [design style result](#) or your interaction with our company so far?

Your quiz result was [casual country](#). We have many [casual country](#) collections that truly make a house feel like a home. We work with other shoppers like you who are [researching options online before deciding where to buy](#), and we realize it's an important purchase, especially when it's for [comfortable](#) living.

I'd like to invite you into our store to experience our furniture for yourself – you can sit on it, lay on it and see what feels the best to you!

Would [{{Date//Time}}](#) work for you to come in-store and meet with [Betty, our design expert](#)? If not that date and time, what works best for you?

I look forward to hearing from you!

[{{Name}}](#)

[{{Email, contact info}}](#)

Consumer Profile Example – New Customer Welcome

First Name: Jessica

Last Name: Smith

Email: jessica@gmail.com

What are you shopping for?: [Living Room](#)

Design Style Example:

Hi [Jessica](#), this is _____ with ABC Furniture. I saw that you had an opportunity to visit our website recently - thank you for considering us for your home furnishing needs. Are there any questions I can answer about our [living room](#) collections or your interaction with our company so far?

We work with other shoppers like you who are researching options online before deciding where to buy. Most find it's easiest to come in-store to experience our furniture for yourself – you can sit on it, lay on it and see what feels the best to you! Our goal is to help make your house feel even more like a home.

Would `{{Date//Time}}` work for you to come in-store and meet with [Betty](#), our [living room](#) expert? If not that date and time, what works best for you?

Lastly, we do have a several specials going on right now! `{{Details about latest promotion}}`

I look forward to hearing from you!

`{{Name}}`

`{{Email, contact info}}`