

Quality Wholesale Window Coverings

Contract • Hospitality • Healthcare • Residential

VIRTUAL CONSULTATIONS MADE EASY

ALTA

WINDOW FASHIONS

design simplified

// Comfortable Going Virtual?



- We're here to help breakdown the process
- We'll share the basics
- And share "best practices" from dealers who have jumped in and achieved success

"Virtual consultations are here to stay.

Normal will never be the normal that was before COVID-19."



// Why offer Virtual Consultations?



- Keep your business running
- Makes your customers feel safer
- Stay engaged and connected with your potential customers
 - Screen time is WAY UP
 - People have the time to research and get started on their home design projects.
- Adapt your business to today's digital customer for life post-COVID-19
- AND, book your business up with appointments

// Process Overview



- Schedule the virtual appointment, including a pre-chat
- Prequalify via a phone call to help you prepare for the appointment
 - Starts the relationship building
- Email the customer a video chat invitation and a guide on how to measure their windows prior to the appointment (optional)
- Conduct the consultation
 - Be prepared to discuss pricing based on the rough measurements they provided
- Confirm measurements with safe social distancing
 - Some customers will be very comfortable providing measurements with your "virtual" guidance
 - Or the customer stays in your "pipeline" and you visit them when it's safe to go into their home – but book that time now.

// Pre-qualifying Tips



- Look for the urgency
- Take any new home opportunities
 - They're frequently vacant and definitely urgent
- Have a conversation with them ahead of the consult
 - Ask them to send pictures of their home, the windows they want done
 - Ask them to share any photos/ideas they may have
- And ask a few questions:
 - Privacy, light control, energy efficiency
 - Children/pets in the house?
 - Any other concerns or things they may be curious about
- Talk about measurements
 - "Estimated" measurements; share the worksheet to show how easy it is
 - If it's a development you've worked in, reference past measurements

// Your Environment



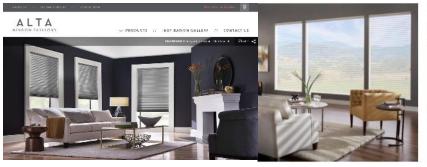
- Dedicated space
- Clean, Clutter free background
 - Bonus if it has nice window coverings to show off your work
 - ZOOM allows you to add a background in
- Good lighting
- Minimal background noise
- Sample books
- Hand Samples



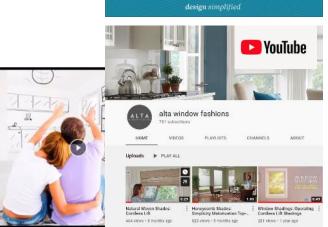
// On-line Tools Have Ready to Access

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- Alta Photo "Flip" Books
 - Altawindowfashions.com/photobooks
- Alta YouTube channel
 - altawindowfashions
- Photos of your previous work
- Alta website
 - Altawindowfashions.com









// White Board



- Easily displays swatches for true color comparison
- Have clips handy to quickly post product swatches your customer shows interest in



// Practice



- Before your first virtual consultation, PRACTICE
- Practice your process from start to wrap-up
- Test your technology
 - YouTube has quick tutorials on many of the platforms including Google Hangouts or Duo, Skype and Zoom
- Get feedback on your lighting, background, video stability

// Virtual Design Process



- Be yourself!
- From your pre-qualifying call, confirm your understanding of their style and functional needs
- Show samples targeted to the needs you uncovered
 - Fabrics
 - Demonstrate key control options
- Be prepared to talk about pricing
 - Use the rough measurements you gathered earlier
 - Have ballpark figures available
- Define the next steps
 - Any follow-up defined during the consultation
 - Swatch samples to follow?
 - Appointment to confirm measurements in person later

// Advertising Virtual Consultations



- Email your customer base
- Phone calls to past customers/leads
- Social media
- Your website
- Postcards

Be sensitive with your message. You're available as a service for those who have the time and desire. Top priority must continue to stay focused on the health and safety of your staff and your community.

// Congratulations!



You are setting the stage for your business growth post this COVID-19 situation:

- Appointments on the books
- New technology skills
- New service offering

// And remember...



"To be outstanding, get comfortable with being uncomfortable."
- Alrik Koudenburg



We believe in You!