

C H A N G E

Stage 4  
Communication

## Emails

You will inevitably be required to respond to emails when running a business. Several strategies you can employ will save you time and energy whilst effectively communicating with people. The first is email templates. You can develop templates to respond to different types of enquiries, answer common questions and reach a broad audience of people. You can create templates with a degree of flexibility that can be tailored to a customer to include extra details or information. This will help you maintain a consistent service without losing the option of delivering a personal touch. Developing several templates can save you a lot of time when responding and ensures your emails are consistently sent to a high standard. You should also schedule regular time slots daily to respond to email enquiries as swiftly and effectively as possible and tackle any problems your customers may have. Make your customers a high priority. They can determine the success of your business in the long term.



## Communicating on Instagram

There are several effective communication methods for those active on Instagram for Affiliate Marketing. This is key as it directly impacts closing sales and the success of your business in both the short and the long term. Change highly recommends that you make use of voice notes. It leaves a great first impression, offers a personal touch and shows the recipient your care enough about them to take time out of your day instead of delivering a copy and paste response. Using this strategy, you can efficiently warm up leads to close sales further down the line. You can practice beforehand by sending them to an alternate account or just recording your voice to make sure they're fluent and deliver all the necessary information. You can also use videos to create a library of responses to Frequently Asked Questions (FAQs). This allows you to answer questions effectively without taking too much time out of your day to respond. Where you don't have a video response, use a voice note instead.

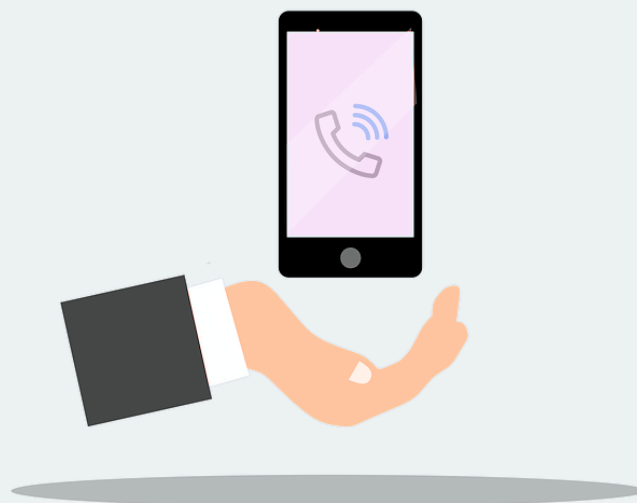


## Negative Comments

You will likely encounter negative comments and reviews when running an online business. This can come in different forms, such as comments and reviews on social media, review sites, forums and complaint emails. If possible, remove any negative on your Page, Post or Ad to maintain a positive public outlook on your business. Many negative comments are opinion based and have no credibility or evidence to reinforce their arguments. When starting an online business, it is essential to understand you won't be able to please everyone. However, if you find a common theme within negative comments, it may be worth investigating it and finding an approach that would cause less backlash. If you feel someone has legitimate criticism of your business or product, then take swift action to rectify the situation as amicably as possible.

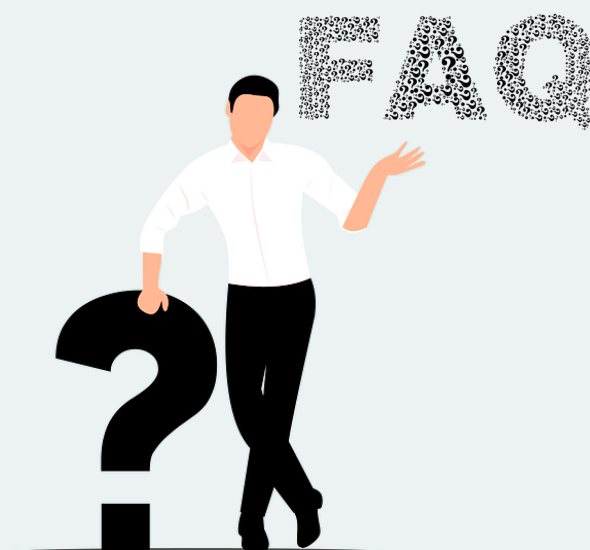
## Phone Calls

Using phone calls is the most effective way of closing sales. It is personal and informative whilst building trust with the customer. Use voice notes to warm up your lead, then schedule a call to answer any remaining questions and close the sale. You should practice before scheduling a call to ensure you have all the information at hand should any questions arise. Have some notes and prompts available during the call to support yourself. You should also record the call and listen to it to fine-tune your approach. Using a recognisable number, not a private one, is also essential. It builds trust and leaves an avenue open for the future.



## FAQs

When running an online business, you will encounter Frequently Asked Questions (FAQs). Affiliate Marketing will centre around cost, how it works, how to start etc. Those running online stores will centre around products and shipping etc. You should establish a FAQ list that clearly and effectively answers common questions interested parties have. It saves time and allows you to answer questions that frequently come up efficiently. You can add to the list over time, but it is vital to keep it concise. There are several examples out there. You can use Change's FAQ section as a template.



## Notifications

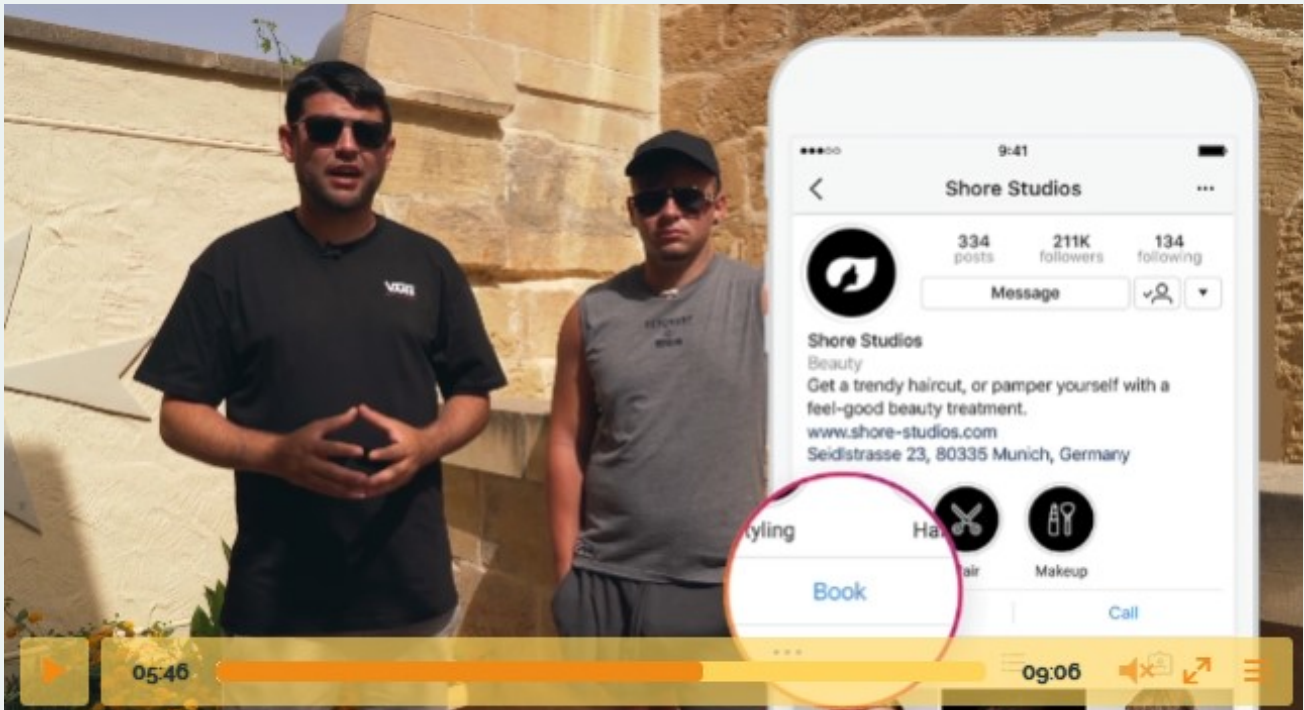
It is important to have your notifications enabled for all your business interests on mobile devices. This applies to emails for stores and social media accounts. It instantly lets you know that an interested customer is trying to get in touch with you. It will enable you to schedule a time to deal with these enquiries effectively. You must respond as swiftly as possible, don't leave it for a few days and come back as you may lose a potential sale. If you are swift, concise and professional with your response, it will pay off in the long term for your business.



## Communication

Efficient communication is the cornerstone for success in any business. The methods of communication vary by company and have different levels of effectiveness. This E-Book outlines some strategies Change recommends to ensure you make the most of your chosen channels.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

