CUSTOMER REACH OUT SCRIPT

To use for a personal phone call, text or email

Greeting

Hi [First Name]!

It's [*Your Name*] calling from [*Your Store*]. I was thinking of you today and wanted to reach out and check in. How have you been?

Product Suggestion

We just got these/this [*adjective*] [*product*] in from [*brand*], and I know how much you love [*brand/product/fit/color/pattern/scent*], so I knew I had to let you know about them right away before they sell out. Let me know if you'd like me to set one aside for you!

[*If sending an email or text, be sure to include a picture. If calling, ask if they'd like you to send a picture.*]

Event Suggestion

We were just putting the final touches on our [*Event*] which is happening on [*Date*] and I knew I had to let you know about it, because I know how much you love [type of event/activity/perk/promotion]! Here's the info:

[*Include event information like time, duration, location if other than your store, if RSVP's are required, ticket price if applicable*]

I really hope I'll see you there!

CALL YOUR BEST CUSTOMERS ABOUT…

- A new collection or product from a brand they've purchased before
- A complimentary product to something they've purchased before
- A new color-way of something they purchased and loved
- A best seller that is back in stock
- A brand new item that you wanted them to be the first to know about because it's bound to sell out fast!
- That they are one purchase away from a reward if you have a rewards program