

Self-Gen Postcard Process

Voicemail Set-up

Please be sure your voicemail is properly set up for customer to leave you a message if you are unable to answer:

Hello, you have reached _____ (first/last name here) with Champion Windows & Home Exteriors. I am sorry I missed you. Please leave a brief message with your name and phone number and I will return your call as quickly as possible. Thank you!

- Check and make sure mailbox is not full.

Suggested Answering Techniques

For roughly 2-3 weeks when the mailer is expected to hit homes, please:

- Answer all unknown phone numbers
- Don't answer with slang

"Hello, this is _____ (first name) with Champion"

Appointment Setting Process

For a standard rule of thumb when setting appointments:

- Set AM appointments or Saturday afternoons (common free times)
- Schedule 3 days out
 - Inform division manager of when appt is scheduled so they can block the time on your calendar
- Schedule 5 days out if your store is busy with appointments (check with your manager)

Approval Process

The personalized ad will be sent to you for approval, along with the marketing team and your RVP or RSM.

When proofing:

- Check spelling
- Call phone number
- Check appropriate creative is used (all product vs. windows only)
- Be sure photo is professional