



Winter Profits
YEAR ROUND SERVICES

Upsell Process for Existing Clients without Christmas Lights Service

A late summer Christmas lights upsell and follow up process:

- 01** In mid-summer measure the rooflines of your existing clients and generate estimates for Christmas lights (see training 04).
- 02** Send Christmas light estimates to existing clients by email or mail in July/August. Let them know that now is the time to reserve a spot on your holiday schedule. Share with them your discounted date ranges (see fall scheduling calendar in training 06).
- 03** Send a text message letting them know that you just sent them an estimate for Christmas lights by email/mail.
- 04** Wait until the first week in September and then send another follow up email and text. Remind them that the holiday season is fast approaching and that there is still time to schedule in October to take advantage of the October installation discount.
- 05** Wait until the second week in October to send a form email and text with 1, 2, & 3 response options:
 - 1-Interested
 - 2-Need more time
 - 3-Not interested
- 06** If they are interested, send them an email asking for bulb color/pattern, preferred date range (mention discounted date ranges), and that they need to call the office to provide a credit card to reserve their spot.
- 07** If they need more time, wait until first week in November and send last follow up email and text. Let them know that you still have a few spots open before Thanksgiving, but they are filling up quickly.
- 08** Wait 10 days and if no response by November 20th, end follow up process.