



CompanyCam



HOW THE BIG FISH CONTRACTING CO. IS

SELLING DURING SOCIAL DISTANCING

Ben Fisher, Founder & CEO



STEP 1

EXPLAIN COVID-19 POLICY AND SEND COPY TO CUSTOMER

- Put customer at ease
- It's the elephant in the room
- DO NOT IGNORE

**What We're Doing to Keep the
Community Safe**
*Without Sacrificing Customer
Experience*



At The Big Fish Contracting Co. the safety and well-being of our customers and employees is always our top priority. We understand that the rapidly evolving situation with the coronavirus (COVID-19) can be unnerving with new information coming to light daily. We are closely monitoring these real-time developments and looking to experts such as the Centers for Disease Control (CDC) for guidance. As a result, we have taken several actions to ensure we are keeping your well-being front and center.

We've had internal communication covering proper practices to prevent the spread of germs from person to person. We are also asking our Team Members to avoid any personal contact such as the normal custom to shake hands when greeting a customer, to again, limit any potential exposure. If our team members are not feeling well, we are requiring them to stay home and not allowing them on the job site or to meet with homeowners.

Our goal is to keep the customers and team members as safe as possible and away from any potential exposure, but this does not limit the level of service we are able to provide.

Technology enables us to begin your new project or to keep your existing project moving along with little to no physical interaction. We can deliver the same great service and personalized, in-home style meeting via video chat. This is simple to do with any mobile device. We're happy to walk you through the steps to ensure you receive a detailed presentation to make informed decisions and the full value of the Big Fish Experience.

Most of the work that we do does not require face to face interaction, so we are still able to perform most, if not all, repairs and replacements. Additionally, we offer industry leading technology, such as Company Cam, which allows you to follow the progress of your project using any mobile device. This essentially eliminates the need to have personal contact with any of our crew members while keeping you fully involved in every step of the process. Your Project Manager and Project Advisors are only a phone call or text away to address any questions or concerns.

Our team and our customers have grown the Big Fish Contracting Co. to one of the leading exterior remodeling companies in the Pittsburgh area. Keeping our community safe is an issue we take seriously. We are confident that we can make the safety and well-being of everyone our #1 priority while also delivering the personalized experience you have come to expect from us.

Ben Fisher, Company CEO
And The Big Fish Team



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STEP 2



CONFIRM **APPOINTMENT** THROUGH TEXT

- A huge way to communicate and this gets the customer used to using this platform with your business.
- We let them know they have a 24 line of access to us via Text.

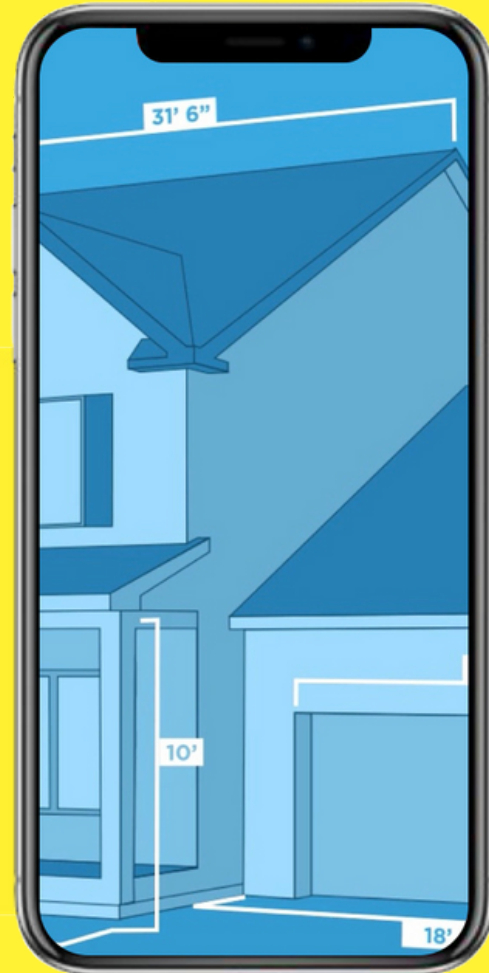
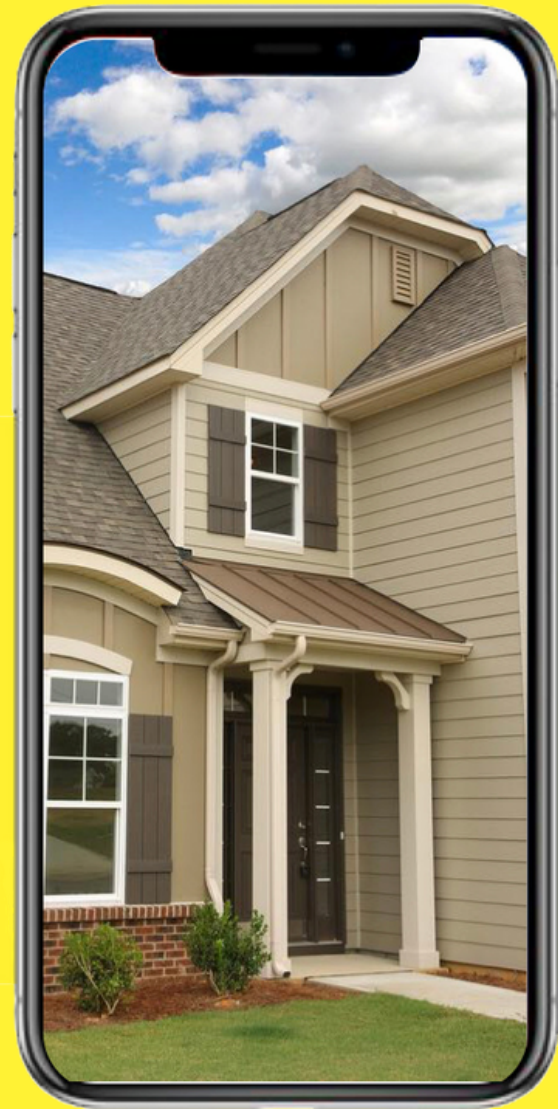


STEP 3

CALL WHEN ON SITE AND
**GO OVER THE NEEDS
ASSESSMENT**

- Communication is KEY and overcommunicating is actually a good thing in this case

STEP 4



 **HOVER**



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TAKE **HOVER** PHOTOS AND INSPECT ROOF USING **COMPANY CAM**

- Get customer involved by using direct connection
- Still need to go out by yourself and do physical inspection
- Benefit is can be done at anytime since no face to face is needed

STEP 5



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ANNOTATE COMPANY CAM **PHOTOS AND PROVIDE** DETAILED CAPTIONS

- Make sure it's even better than in past because it has to be easy to understand since you won't be in person

STEP 6

INVITE CUSTOMER
TO **ZOOM CALL** TO
GO OVER COMPANY,
INSPECTION, AND
PRICING



- If not comfortable with Zoom, email flip book and company cam timeline
- Do over speakerphone assuming customers can look at docs

STEP 7



CLOSE THE SALE, SEND
ELECTRONIC SIGNATURE,
MOVE TO PRODUCTION

- Financing deals should go up with economic uncertainty as consumers may want to hold on to their cash short term to see what happens with market

STEP 8



FOLLOW UP THROUGH TEXT, EMAIL, PHONE CALLS

- Customers are home more and should be easier to reach



These adapted steps during this period in our country will make your salespeople even better at communicating and should keep this level of service up when business resumes to normal.

You will find out how good your customer service skills really are during a time like this.



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