



— REAL ESTATE —

PRODUCT DELIVERY

— THE BUSINESS - SYSTEMS YOU WILL NEED —



RealEstateMediaCourses.com

PRODUCT DELIVERY TIPS

SYSTEMS YOU WILL NEED



1 | DON'T TYPE OUT A DELIVERY EMAIL

The last thing you want to do is type out a delivery email for every order, so what you can do is automating as much as possible is going to free up your time and allow you to do more.

We currently have a custom back-end system where we add links to products and emails sent automatically to our customers with SendGrid. Unfortunately, this isn't practical for most, so I'm going to share how we have delivered our products to our customers for many years that is simple and efficient.

First, you'll want to create a template for each product you offer. You can do this by enabling templates in GSuite, using canned responses in Streak CRM for Gmail, or using templates and the Chrome extension for HubSpot CRM.



HUBSPOT

HubSpot is a customer relationship management tool with a ton of free features like templates. What's nice about Streak and HubSpot is that you can see if your customers viewed your delivery emails.

Sometimes our emails go to the spam folder, this is a nice feature to have, and regarding the product templates, you can check out the ones that we use in the course bonus section.

Your templates are likely going to be different. This is an excellent place to start. We have a template for each product, and depending on what the customer ordered, we choose the appropriate template and add product links.

We also send customer surveys with every delivery email. We get a lot of great feedback from our customers with our surveys that allow us to know how the customer experience was and recognize our team members.

2 | NICEREPLY

The survey system we currently use is NiceReply. We like NiceReply because it easily integrates with Zapier, and we get instant notifications for each new survey. These notifications allow us to respond extremely fast, should a follow-up with a customer be necessary.

So these are the elements of our delivery emails. Having a template set up with customer surveys will go a long way in providing a great customer experience.

The Nicereply logo features the word "Nicereply" in a bold, black, sans-serif font. A blue curved arrow points from the top of the letter 'y' back towards the 'i'.