



# 7 tips to get your small business Black Friday-ready



For small business employees, Black Friday can feel like a wildfire. However, a little preparation can go a long way to make this event controlled and productive for employees – and a great experience for customers.

For businesses using [Call Tracking](#) to know which marketing is driving their best leads, CallRail's [Lead Center](#) softphone can help your team turn more leads into great conversations, and ultimately, better customers. Use these tips to prepare your business for its most productive Black Friday ever.

## 1 Organize your team ahead of the holiday rush

Before activity picks up, ensure team members have the tools they need to efficiently handle business. Also, take stock of your team so you know who you can count on during this busy time.

### Action Items

- ☐ Add all customer-facing employees to [Lead Center](#) – the cloud-based business phone that helps you win more business – to simplify and streamline customer communications.
- ☐ Use the unified [team inbox](#) for a smooth employee and customer experience as every Lead Center Agent can see every customer's complete interaction history (the ads they clicked on, website pages they viewed, and call history, etc.).
- ☐ Set up [Team View](#) which provides real-time details about your Agents: You'll know which of your Agents are available, offline, or currently talking to a customer.

## 2 Quickly ramp new or seasonal team members – and help vets brush up

Training employees can be a challenge during the slowest of times – and more so during the Black Friday rush. Simplify things for new, work-from-home, and even veteran employees with tools that provide instant context around why customers are calling.

### Action Items

- ☐ Get the full picture of your calls with inbound and [outbound call recordings with Lead Center](#). New employees can self-train (saving you time and money) and you can review their conversations and provide helpful tips for the future.
- ☐ Utilize [statistics](#) like average wait time, number of abandoned calls, and average speed to answer to give leaders insight into team performance.
- ☐ Encourage team leads to [monitor or join live calls](#) to offer agent support – or privately say something that only the agent can hear.


## 3 Have a plan in place to address every caller

It's great when business is booming. Sometimes you can get to every call – but missed calls happen. That doesn't mean you have to miss out on business, though.

### Action Items

- ☐ Use [call queues](#) in Lead Center which puts callers in order and rings available Agents one by one until someone picks up – ensuring every call gets answered.
- ☐ When volume drops off, filter incoming calls by missed calls in the Lead Center call queue and assign team members to reach out.
- ☐ Set up notifications in the [Lead Center mobile app](#) so team members can respond to calls and texts anywhere at any time..

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#### **Prioritize your hottest leads, systematically**

With more calls than average, you'll want to focus on your hottest leads first. Putting a system in place to identify and accommodate those leads first – and making this a repeatable process – means more closed deals, faster.

##### **Action Items**

- ☐ Define what a hot lead is for your business, for example, callers that want to set an appointment or discuss your high-value services.
- ☐ Enable agents to [add notes and tags](#) to high priority leads in real time.
- ☐ Add [Conversation Intelligence](#) to automatically transcribe calls, analyze conversations, and qualify leads at scale.

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#### **Reduce response time to close more deals**

Speed matters when trying to close a sale, in fact, salespeople are [21x](#) more likely to qualify a lead if they respond to an inquiry within five minutes. Work smarter, not harder, to turn every prospect into a customer – faster.

##### **Action Items**

- ☐ Use [Quick Texts](#) in Lead Center to save time with custom, pre-written templates of your most common texts to customers and prospects. For example, “Sorry we missed you. We’ll call you back within the hour.”
- ☐ Leverage the [unified team inbox](#) to move business forward when team members are unavailable. Another team member can easily pick up the conversation where it left off – rather than lose out on an opportunity.
- ☐ Streamline calls by using the [notes](#) feature so customers don’t need to repeat themselves, and your agents can get more deals over the finish line more quickly.

## 6 Give prospects more ways to get in touch with your team

You're busy, and so are your prospects and customers. And some just don't want to call. Offer customers other ways to get in touch to make sure you don't miss out on business unnecessarily.

### Action Items

- ☐ Give your customers more ways to reach you by setting up [texting](#) in Lead Center so customers can respond directly to your tracking numbers.
- ☐ Use [live chat](#) from Lead Center's inbox where you can also analyze conversations.
- ☐ Add [Form Tracking](#) to Lead Center so that customers can submit questions or requests at their convenience.

## 7 Have a plan in place to address every caller

You don't want to set up a Black Friday promotion only to drive customers away when they can't reach you. Make sure your owned channels, like your website, Google Business Profile, and social media pages, are current. Incorrect information may cause customers to move on to competitors.

### Action Items

- ☐ Make a checklist of all owned channels and key information about your products, services, and promotions—then make the updates.
- ☐ Include your most popular and highest-value services in the “description” or “about” fields.
- ☐ Update your address, phone number, other contact information, holiday hours, and pricing information across all owned properties.

# Prepare your small business for its most productive Black Friday ever.

[Try Lead Center free today](#)

Already using Lead Center? Ensure all your customer-facing teams are [set up as agents](#) to start actioning these tips today.