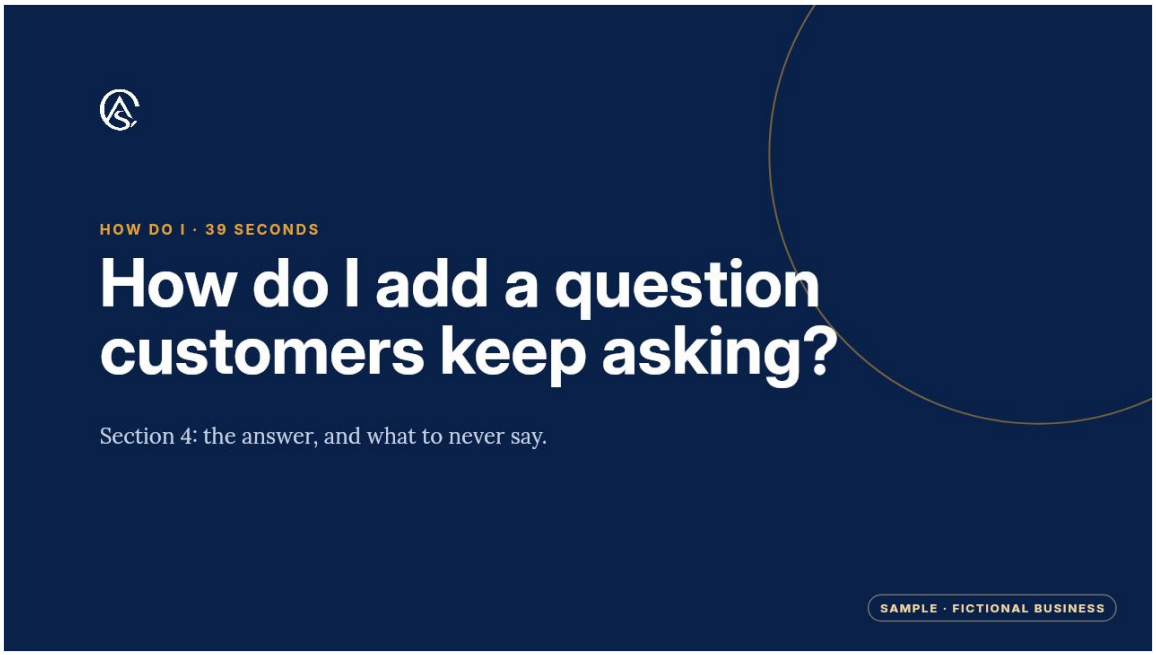
BUSINESS BRAIN · HOW DO I

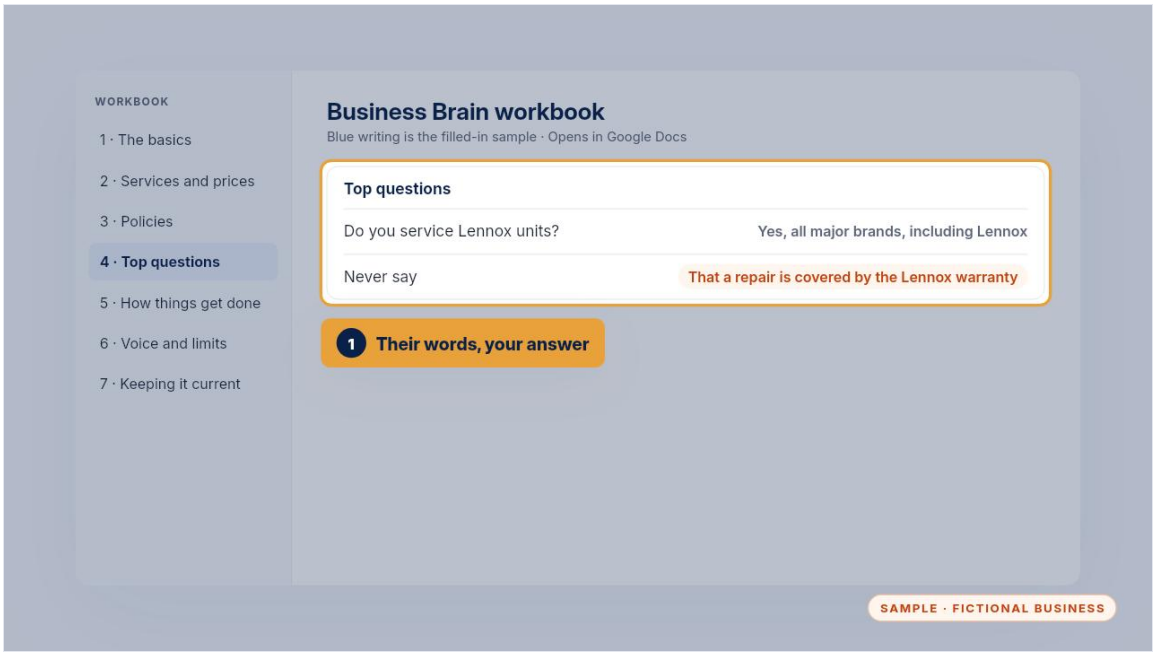
How do I add a question customers keep asking?

Add it to section 4 with your answer and what to never say.

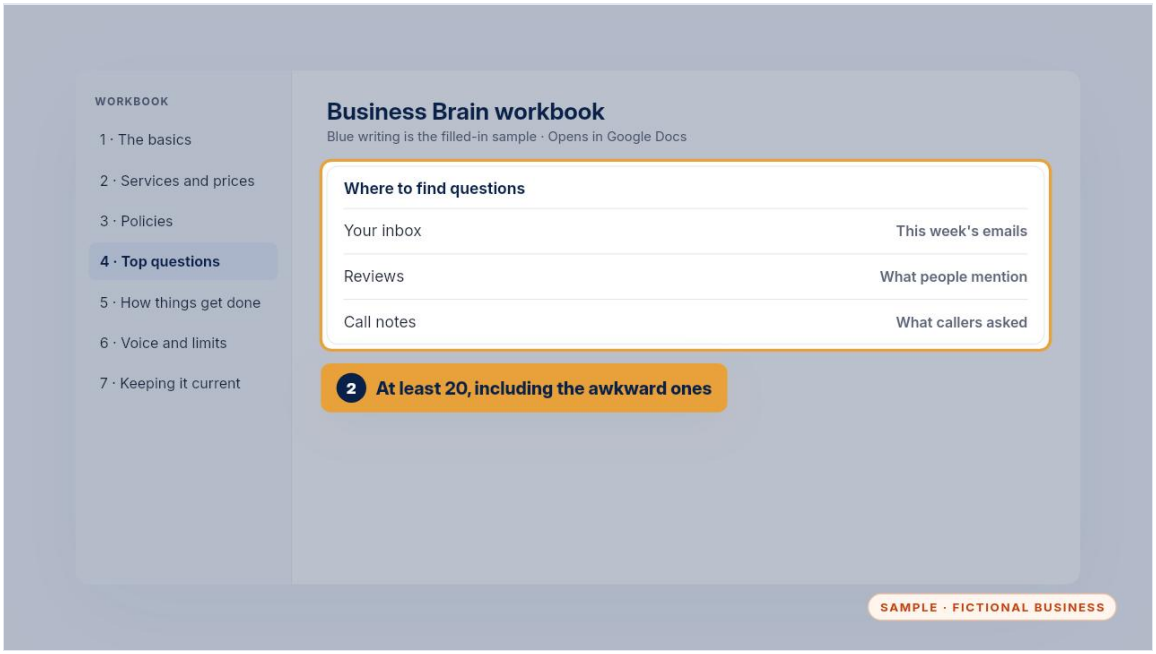
Watch the narrated video: https://openarmsolutions.com/guides/business-brain/add-a-common-question



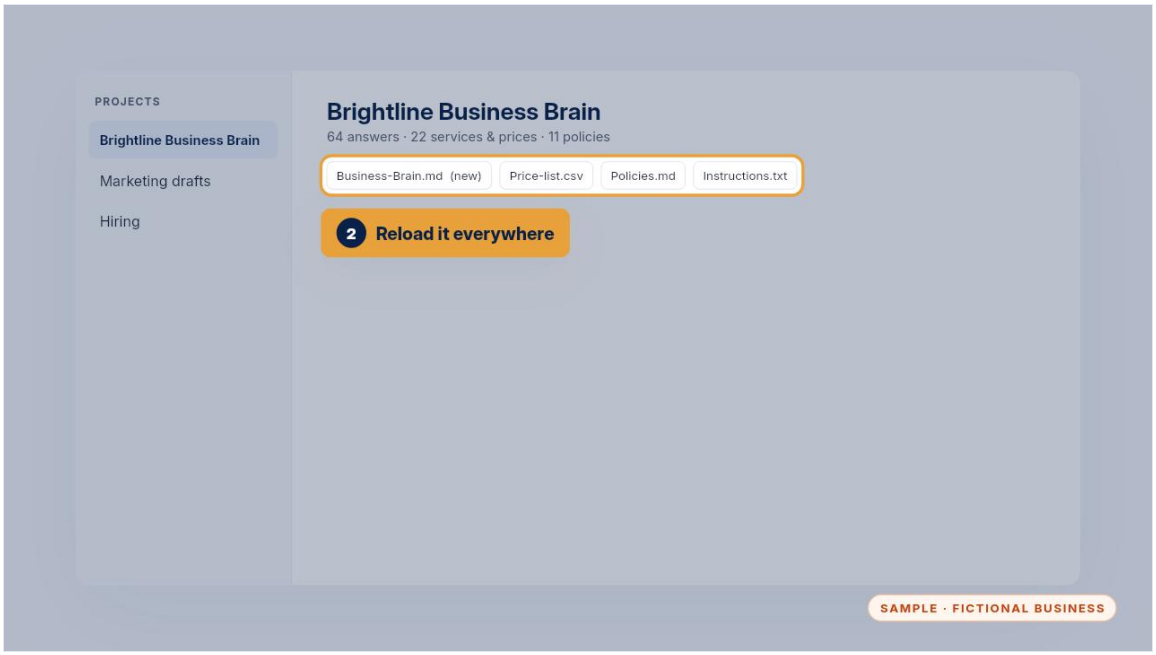
1. When customers keep asking the same thing, add it to section four of your workbook.



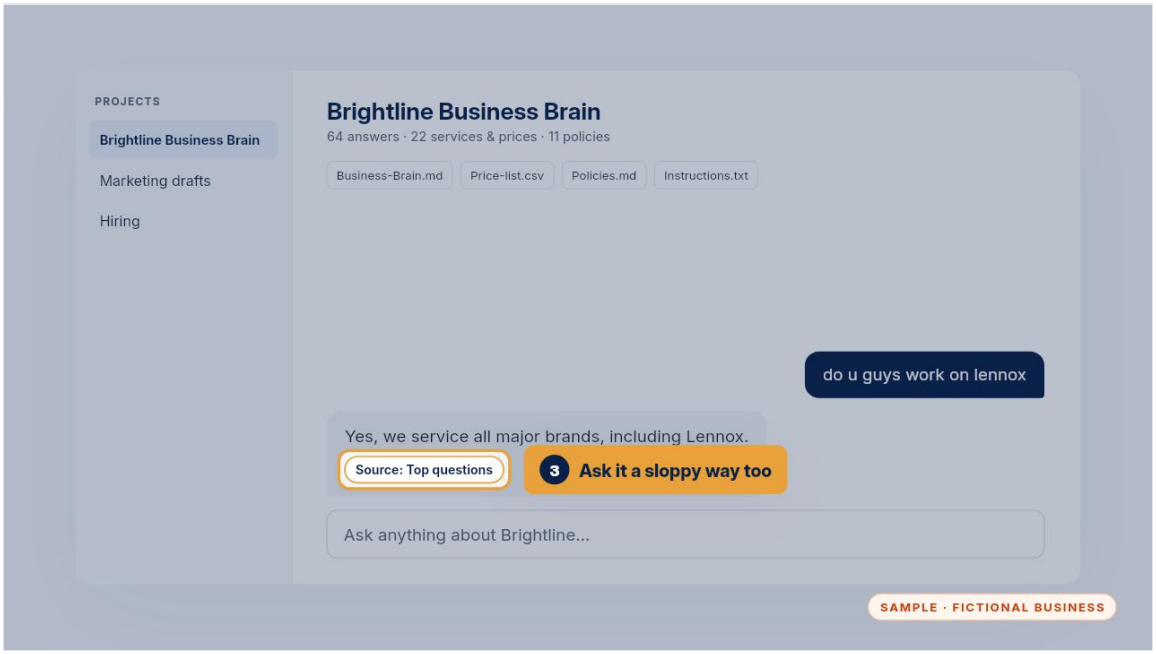
2 Write the question the way customers say it, then the answer you'd give. Add what it must never say. Here, that a repair is covered by the maker's warranty.



3 Find more in your inbox, reviews and call notes. Section four should have at least twenty questions, including the awkward ones.



4 Save the file and reload it in every tool, so the new answer is the same everywhere.



5 Ask it once neatly and once the way a customer would type in a hurry. Both should get the same answer.