



# BE YOUR CUSTOMERS' CONSULTANT FOR LIFE

There are four types of follow up within your business:

**Hostesses:** Always be sure to follow up with hosts after your spa and wellness parties to make sure they have received their product, are using it and are enjoying it. You want to keep a good ongoing relationship with them. This will help you book them in the future when new products and catalogs are released.

**Booking Leads:** Following up with potential hostesses is how you will continue to have a full calendar. Many times, people will not be able to book the night of the party because they have something going on in life such as remodeling or a wedding. This is why it's important to make sure you write down their objections with their information so you can follow up at a later date.

**Sponsoring Leads:** Sponsoring calls are the area where you will receive the most no's, however, the decision to start a business often takes time and reflection, so don't take them personally! A no usually only means *not right now*. Just because someone said they weren't interested because the time wasn't right for them, doesn't mean it won't be the right time for them down the road.

Give your leads some time and space and ask if you can follow-up with them in a few months or when we offer a kit special.

**Customer Care:** Following up with past customers can increase your sales by 50%. It will also increase your bookings and sponsoring.

When you build relationships with your customers and team members, your success will go to a whole new level.

If you're selling Jordan Essentials, you're not just in the spa and wellness business; you're also in the *relationship business!* Keep a steady, positive relationship with all your customers, so that when they are out of product, they think of you!

Good customer care requires following the **2+2+2 Service Plan!**

As soon as your party is over, set up a Customer Care Card or file sheet with the customer's information and what they ordered.

Follow up is easy using **2+2+2 method:**

**2 Days** – This is a thank you call/text. Your customer/host will not have received their order yet, but it's important that you follow up to say thank you and let them know when they should expect to receive their order. Keep this call simple!



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Studies show that after 3 days, excitement fades. This is why it's important to reignite the enthusiasm they had at the party. Many times, people will ask for extra catalogs, increase their initial order, book a party or ask for information on the opportunity.

**2 Weeks** – This contact is all about service. Ask them if they have received their product and how they are enjoying it. Asking them about their products is also a great way to gather testimonials for your marketing!

During this 2 week call/text is also where you will want to set up future communication. You will want to ask them if you can add them to your VIP Group (a Facebook group you set up just for customers so they can see specials and learn tips and ideas how to use their products), your newsletter list where they will receive information on specials and if you can follow up with them in the future.

**2 Months** - This call is all about re-servicing. By this point in time, many of your customers will need to replenish their products. You will also want to talk to them about new products and specials. We have a few products that are monthly servicing items such as Serums, Dead Sea Salts and for customers who have large families.

Don't be afraid to pick up the phone! Customers will not often call you - it's up to you to build the relationship. Following up is a great investment in long-term success!

*Excerpt from pages 231 – 236, Direct Selling For Dummies with permission from Belinda Ellsworth.*

**Removing the Guesswork:** Using the 2+2+2 Method of Follow-Up

Some reps neglect to call not just because they fear being pushy, but because they're also overwhelmed with when to call, how to call, and what to say when they do call. My 2+2+2 Method solves this use by providing a systemic approach that takes the guesswork out of when to call and what to say. When combined with the Power Hour, the 2+2+2 Method will catapult your business.

2+2+2 helps increase your sales, bookings, and recruiting by ensuring that you contact your customers at predetermined intervals that are proven to be optimal times to connect with them. Some estimates attribute the 2+2+2 Method with increasing a rep's income by 50 percent!

2+2+2 stands for two days, two weeks, and two months.

## **2-day follow-up**

The first call you make to each customer is two days after they place their order or make their purchase from you, whether that was a party online, in person, or by calling you.



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The only purpose of this call is to thank the customer. That's it! You're not asking for anything. You make this call to demonstrate your gratitude. Simply, thank you:

"Hi Mary! This is Belinda, I just wanted to say that a pleasure it was meeting you at Sandy's house, and I wanted to thank you again for your order."

Tell her when she can expect to receive her order and make sure she knows she can call you with questions. That's all. The call takes less than a minute, and being brief is important, because you'll complete more of your calls, and she'll remember that you are respectful of her time.

The reason you want to call in two days is because through the focus groups I have conducted, I have found that things stay exciting or top of mind for about three days. After that, the interest fades. This is true of a great restaurant you ate at, a concert you attended, or a cute pair of shoes you passed on while shopping. It is also the case with the party or presentation your customer attended.

Sometimes you'll call a customer for your thank-you call two days and their purchase at a party and things will go differently. Your customer may have already been talking about your party and your products with her coworkers or friends. Maybe they asked her for a catalog. Imagine what your thank-you call sounds like in those situations?

"I was talking to my friends and a few ladies from work asked whether I could bring in a catalog. Could you send me one?"

This is your opportunity to suggest hosting a party with you.

"Sure, Allison, I can send you a catalog. But to be perfectly honest, your best bet would be to host a party. You already have friends who want to order, and I would much rather give you the credit for those orders instead of me just taking the orders."

You will be amazed at how often someone like this will book a party. Suddenly your two-day customer-care call has secured another booking.

Or perhaps your customer got home and realized she wished she'd ordered other items. Maybe she gushed to her husband about an item she loved but didn't get. And he said, "If you loved it, you should have just gotten it!" Imagine your thank-you call in those situations.

"Is it too late to add onto my order? Because I wanted to go ahead and get \_\_\_\_\_."



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Or they say something like this:

“I was taking about it to my husband, and I do not want to get that cookware. I thought it was too much to spend, but he said with ahead.”

This is *also* your opportunity to suggest hosting a party with you:

“Well, Mary, would you like to go ahead and book a party so that you can get that cookware for half off?”

You will be amazed at how often someone who had second thoughts and want to add to their original orders decides to accept your offer to host a party during your thank-you call two days later. Suddenly your two-day customer-care call has secured another booking for you.

Now, what I have found is only about 10 percent of your two-day calls with result in add-on orders, but about 20 percent of these types of calls will turn into parties on your calendar. It's also important to understand that it's rare for someone who has realized that they'd like to add to their order to pick up the phone and call you. They presume it's too late. Plus, people are busy and they forget. Your two-day thank-you call provides an easy opportunity for them to update their order – and you're already providing superior service to them.

People often ask me, “Do I have to make a phone call for every one of these 2+2+2 or can I text or use email?” I always answer that I prefer calling but other communication is fine. For the biggest impact, I recommend always using the phone for this first two-day call.

## **2-weeks later**

The second call you make to each customer is two weeks after they have received their order. This call is to provide service. You still aren't going to ask for an order or a booking. You are showing up to be of service to them as one of your existing customers:

You: “I just wanted to make sure you received your products and see if you had any questions.”

Recent Customer: “I did. Thank you!”

You: “Are you enjoying your product?” or “How is your product working?” or “What have you noticed with your new product?” - or some other question tailored to the product she ordered.

The positive feedback you get during these calls is valuable, because you can use those stories during your presentation or when you're sharing the benefits of your products with others. Any feedback that is not so positive gives you an opportunity to shine and address any issues. This is your chance to help her correct the way she's using the product if it's not optimal or suggest a different additional product, or help her get her money back if appropriate.



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Regardless of how glowing the feedback is, ask how you can help her today and reiterate that you are available and that she should feel free to contact you with any questions going forward.

Here's the last thing you say:

“Is there anything else I can help you with today, Carolyn?” And then: “I value you as a customer, and customer service is very important to me. From time to time, I would like to touch base with you to see if there's anything else I can do to take care of your needs. Would that be okay with you?”

That last part is crucial, because you're making a commitment to keep in touch, which will make it more likely that you will actually call. And you're getting her agreement, so you can feel good about calling to provide excellent service.

Exception: In the rare case that your customer responds to your offer to touch base periodically with something like, “Don't bother!” or “I'll call you if I need anything.” Consider it a great time saver for you. Just be gracious, agree, thank them, and move on. You may feel a little rejected, but that will pass, and you have just saved yourself a ton of time spent calling someone who isn't interested in hearing from you (or likely any representative).

## **2-months later**

The third call you make to each customer doesn't have to be precisely two months after your second call, but you will want to schedule these yourself so that you don't have anyone fall through the cracks.

You're checking in with a customer who now feels like she knows you better. This call is more of a free-form, touching-base kind of call. The topics are going to depend on what you learned when you originally met along with any details that came up in previous calls.

Again, this is why it's so important to record good notes after each time you encounter them.

The more you can engage with your customers and make them feel important the more connected to you they'll feel and the more likely they'll be to do further business with you and refer people to you. So, in this third call, you make pleasant conversation about what's going on in her life:

You: “Well, I was calling to see if there's anything I can help you out with right now, any gift-giving items or special things I can do for you?”



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You can also connect it to an upcoming celebration or event:

“Wedding season is coming up. Is there any way I can help you with that?”

“Mother’s Day is right around the corner. Can I help you with any of the special ladies in your life, including yourself?”

That’s it. These calls don’t take much more than about two minutes. The power is in having a systematic approach so that the calls are not random. You’re contacting people on a regular basis and are positioned to have a stronger business and a more professional reputation.

After this third call, especially if your product line is something consumable like food, nutrition products, or skincare, you will want to stick to a check-in call just like this one very two months. If your product is something more like jewelry, clothing, or home décor, you can probably stick to a quarterly call to each customer after you’ve completed the initial 2+2+2 calls.

## **Re-Servicing:** Customer Care is Key

It’s easier to get new orders, referrals, and new business from happy existing customers than constantly needing to look for new customers. It’s also more gratifying and more fun.

In fact, when you have a large, satisfied customer base, including previous hosts, you also have a ready marketplace at your fingertips for when you want to increase sales for any reason. Let’s say you want to increase your production in the spring, because you have a fun vacation planned in the summer and want to pay all cash for it. Or maybe your company is running a promotion, and the sales thresholds for that trip or reward are just a tad higher than what you normally average.

In both cases, if you’ve used the 2+2+2 Method and kept in touch with your customers, you’ll be able to increase your sales by going to your current customers to re-service them. To re-service is to go back and take replenishment orders (in the case of nutrition, food, skincare, and so on) or to service additional orders from an existing customer.

For best results, call the customers who are scheduled for their third call from you in the 2+2+2 Method or those who you now have on a two-month or quarterly check-in schedule. Why? Because these are your established customers, they’re accustomed to hearing from you and they’re more likely to “need” something.



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When you make these calls, lead with a featured product or special. Even if your company doesn't currently have a special or a featured item you can highlight a particularly appealing item when you make these calls:

"I wanted to call you and share our featured item this month. (Go on and talk about how exciting the product is). I'm placing a special order for my good customers this Friday. Is there anything you need right now, or is this featured item something you would be interested in?"

This works well because you're presenting something specific, which makes it an easy yes for your valued customer. The other reason this works well is that you're reminding your customer that she can order from you at any time – not just when she attends a party or runs out of product. This awareness helps you provide even better support for your customer.

My findings show that even though you provide a website for re-ordering, 70 percent of people feel they need to attend a party or be in touch with a representative to order. Some representatives feel that when people are on auto-ship, they don't have to make these calls. But the more your customer feels valued and connected to you, the longer they are more likely to stay on auto-ship.