

Follow-up

There is a saying that "the fortune is in the follow-up". Whether it be a prospect with whom you are trying to get an appointment to hear about Shaklee, a person who heard the presentation and did not sign up, someone who just joined, a product user, or a business builder, the follow-up is critical.

Why follow-up

1. If we work to prospect and get new customers/partners, why shouldn't we work to keep them?
2. If we work to keep the customer/partner we get, we won't have to prospect as much. Without proper follow-up you will lose 50% of the people you bring in.
3. The Shaklee difference is as much about our products and philosophy as it is about how we take care of our customers and partners. In a competitive industry, our customer service is what differentiates us from competitors.
4. Word of mouth myth: Every satisfied customer will tell 1-2 people about their experience. A dissatisfied customer will tell 10-20.
5. Thanks to MDO, auto-ship, Shaklee U, and other developments from Shaklee, there are no more excuses NOT TO!

Key Factors in effective follow-up

1. Step by step process that you follow with each prospect/customer/partner.
2. Must be CONSISTENT and ON-GOING. People notice it.
3. Use a variety of follow-up methods (i.e., phone, mail and e-mail), not just one.
4. Find a way to manage your follow-up info and schedule that works for you. Example: card file*, or database management software. Once you find it, USE IT!

Follow-up is such a key issue that successful Shaklee leaders always make it a centerpiece of their business building strategy. Industry statistics show that it is many times harder and more expensive to acquire a new customer than to take good care of the ones you have and expand their product usage.

Seth Godin in his landmark book, "Permission Marketing", makes the point that the thrust of e-commerce is to get consumers to volunteer to be marketed to, and then use increasing levels of permission developed through an email based educational selling model to create super-customers. In other words, if you pay attention to your consumers and offer them information that is wanted and useful, they will reward you with their business, and allow you over time to sell more and more to them. Our Shaklee businesses operate in exactly the same way. [Having a system of following up makes it much easier to do it effectively, and also helps us over humps like "I don't want to call for fear of what I may hear"](#). Somehow having a good system makes it easier to avoid that all-too-common problem.

[Being good at prospecting and recruiting does little good if there is not good, consistent, on-going follow-up taking place.](#) Without good follow-up, you have people going out the back door as fast as they are coming in the front door and the end result is little or no gain.

It Pays To Keep In Touch

I remember all too well that uneasy feeling I had as a new distributor when facing the challenge of picking up that heavy telephone to call my customers. I had the normal "hang-ups" of new distributors, not wanting anyone to think I was trying to "make money off of them!" or "sell them something!" I do not know why this feeling is so common. These are people who already have an interest. It should be much easier than approaching someone cold.

And just like anything worthwhile, it takes time to learn how to do it right - in this case, customer relations. Just like taking a course or going to college, much learning and personal growth takes place.

One of the most valuable lessons I've learned is simply that it pays to **keep in touch" with people**. Take the pressure off of yourself, and instead of calling to "get an order," call just to say hi, and see how they're going, how's the family, what's new, their opinion of the products they've tried so far. **Be truly interested in them**. Send a **thank you note** for every single order. Send **newsletters, postcards**. You'll find your business to be a lot more fun and interesting too. And as you build relationships one contact at a time, you'll notice customer loyalty growing as well as volume!

So often I find myself reluctant to call someone, only to find them delighted to hear from me, making remarks such as, "I'm so glad you called," or "I was looking for your phone number today," or "I've been meaning to place an order but I've been too busy to pick up the phone," or "I need some Shaklee products right away, can you order them for me?" or "Thank you for calling," and I especially like this one from a lady in another state whom I've never met, "I do so appreciate your call....how can I compensate you for your time?"

When YOU as the distributor take the initiative to "keep in touch," your customers will respect your professionalism and see you as someone who takes his/her job seriously and cares about your customers.

Here's an idea:

Step 1. Make the phone call.

Step 2. The same or next day, thank them. Call or send a letter stating your gratefulness for their business, or their time, or their interest, enclosing a flier or other piece of literature.

Step 3. One week later, call again asking if they have any questions about the literature you sent. Really listen to and validate what they say. Ask questions about their personal health concerns and ask how you can help them. Chat awhile. Get to know them. You won't need an order, you will be gaining respect and customer loyalty.

The orders will come later.

Step 4. 6 to 8 weeks later...repeat. Alternate personal letters and newsletters.

Be brief. When calling, **the first question out of your mouth should be, "Is this a good time?"** or "Do you have a few minutes?" Promise, then stick to it, that **you won't keep them long**. If they are busy, be quick to let them get off the phone, and ask if they would like you to call back. Mark your calendar. Because you respected their time restraints, they won't hesitate to talk to you the next time they see

you on their caller id box. They will trust that you won't be keeping them on the phone longer than they want to be.

So don't wait, hesitate, or even postulate. Make those calls today.

Just "keep in touch." I sincerely hope these lessons I've learned help you develop meaningful relationships with your clientele.

"Wouldn't you want a trained sales force of 250 people you don't have to pay telling the people they know how great you and your services are?" **The Referral of a Lifetime**, by Timothy L. Templeton.

Proper follow-up makes for satisfied customers/members/business associates that appreciate you and are more likely to give you referrals or tell people about you.

Follow-up Process

Please use this as a guide to creating/implementing your own process.

NEW PROSPECT follow-up:

Goals: Create a new customer/partner. NOTE: Prospect has been approached, needs determined, and information given (i.e. they've been to a presentation, sent a CD, DVD or info packet, etc.) You have arranged with the prospect that you will be calling to see what they think.

1. Next day - Call to thank them for their time.
2. Day 3 - Call, see if they have any questions, ask questions & listen...
3. If they are not ready to go to the next step, ask what other information you can provide to help them make a decision.
4. Continue providing info and ongoing follow-up until they become a customer or partner.
 - Regular newsletter or postcard.
 - E-mails pertinent to their interest.

NEW CUSTOMER follow-up:

GOALS: To establish a relationship and trust and create a lifelong customer. Always tell the new customer you will be calling.

1. 5 days after order - Make sure they received the order okay, have they started using the products, how are they doing? listen, ask questions, make notes. Let them know you'll be calling again in a week or so to check in again.
2. 15 days after order - ask them how they are doing on the products. Are they noticing any differences? Listen, ask questions, make notes. Let them know you'll be calling again in a few weeks. If they haven't yet sponsored, go over the benefits of membership. Send them a membership application or send them to your web site.
3. 30 days after order - Same as above. Ask if they are ready to reorder, become a member.

NEW MEMBER follow-up:

GOALS: To encourage referrals, enroll in Auto-ship, present and create interest in the business opportunity. NOTE: These steps may coincide with new Customer follow-up.

1. Send a Welcome letter with member benefits.
2. Schedule a "Box Opening Celebration" or New member orientation.
3. Membership orientation (15-20 minutes if over the phone): Answer any questions, explain referrals, how they earn bonuses/free products, show income potential for business, and explain the products they ordered.

4. Two weeks after orientation, if not already on Auto-ship, explain benefits and ask if interested.
5. One month after they sponsored, offer a tape program or Shaklee University learning program.
6. Ongoing:
 - Regular newsletter
 - E-mails pertinent to their interests
 - Thank-you's or calls when they place an order.

NEW PARTNER or PARTNER PROSPECT on-going follow-up:

GOALS: Maintain interest in Shaklee opportunity, build belief and, for prospects, keep in mind for when timing is right for them. NOTE: for New Partners, this follow-up is in addition to regular upline training.

1. Monthly Leader Letter (recognition, meeting and conference call announcements, etc.)
2. E-Mail reminders of upcoming conference calls and product call topics. New/current partners only.
3. General e-mail distribution list - new/current partners only.
4. Monthly MLM success stories e-mails
5. Regular newsletter
6. Thank-you's for orders placed - partner prospects only.

FINAL NOTES AND HELPFUL HINTS:

1. With technology today, follow-up can be easier than ever! Outsource and use technology to "automate" your process wherever possible. You can use Shaklee I-Track to make campaigns, send notes and newsletters, etc. Microsoft Outlook can be used as contact management and can usually be downloaded into your blackberry, i-phone etc.
2. Once you have a system in place it will not take a lot of time to keep it running.
3. When you take care of your people through follow-up it becomes much easier for you to ask for and generate referrals.
4. The larger your organization, the more you need to implement a follow-up process. Start when you are small, then when you grow, people don't fall through the cracks.

Nine Tools for Building Customer Loyalty

Don't let customers go after one purchase. Win them back with a follow-up program.

By Sean M. Lyden

If your customers aren't returning to your business time and again, it may be time for you to take a look at your post-sale follow-up skills. Follow-up is extremely important to growing your home-based business. Like anything worthwhile, consistent follow-up requires a lot of effort, but over time you'll reap the benefits of a steady stream of repeat business and referrals. After all, it takes far less time and money to sell to an existing customer than a cold prospect.

Here are 9 follow-up tools sure to motivate your customers to keep coming back:

1. **Thank-you notes:** This is a no-brainer, but you'd be surprised at how many entrepreneurs neglect to write thank-you notes--especially when they get really busy. Take the time to show

your customers that you genuinely appreciate their business. They'll remember your thoughtfulness because most of your competition won't send out thank-you notes.

2. **Postcard mailings:** If you target consumers, send out monthly mailings that make good refrigerator fodder, such as "Quote of the Month," "Recipe of the Month" or useful tips on such topics as time-management, gardening or anything else that interests the bulk of your customers. Avoid being too promotional here. Just provide the kind of information that customers will want to hang on their frig. The added benefit to you is that whenever guests visit your customers' homes, they'll see your name, potentially leading to conversations about your business.
3. **E-mail updates:** Think of your e-mail update as a press release that you send to your customers. Providing them with regular product, service and customer updates via e-mail at least once per month will convey a sense of positive momentum. This keeps customers in the loop and, over time, gets them excited to be involved with you and motivates them to pass on referrals.
4. **Getting together over coffee or lunch:** Try to spend face time in a non-sales environment with your customers. Ask about their family, hobbies, personal goals and so forth. When you show customers that you really care about them on a personal level, they're yours for life.
5. **Birthdays, anniversaries and other special occasions:** These occasions are very important to your customers and their families and friends. Be among the few who actually remember a customer's special days, and that customer will never forget you!
6. **Follow up on well-being:** For example, if you find that a customer's wife has been sick, call periodically just to find out how she's recovering.
7. **Pass referrals:** One of the most powerful ways to encourage loyalty in customers is to pass them referrals. When you get a chance, scroll through your customer database and think through people you know who might add value to your customers.
8. **Entertaining at your home:** Throw a party for your best customers. You'll be amazed at how much rapport and goodwill you can build with people when you get them in your home environment. Your guests will also find value in your party as a networking opportunity for them.
9. **Post-sale feedback:** Demonstrate that you care about the quality of your service. Call customers and ask them questions like:
 - o Are you pleased with the service you received?
 - o What did you like most about working with us?
 - o What would you like to see improved?

Without this invaluable information, you'll have a hard time improving your products and services. Besides, when you ask customers for feedback and implement their comments, they feel a sense of ownership in what you're doing and thus become more loyal to your products and services.

Sean Lyden is the CEO of Prestige Positioning (a service of The Professional Writing Firm Inc.), an Atlanta-based firm that "positions" clients as leading experts in their field through ghost-written articles and books for publication. Clients include Morgan Stanley, IFG Securities, SunTrust Service Corp. and several professional advisory and management consulting firms nationwide.

* The card file method. Obtain a file box and 3x5 cards. They will need a set of dividers Jan – Dec, and also dividers 1-31. They make out a card for each customer and member. Have their name, ID, phone number etc on the card. Each month they contact the people to tell them about specials, and see if they need anything. Once you contact them, the card goes into the same day the following month. Today, they would have day 26-31 under March and 1-25 in April. If you do not get a hold of the person, they put the card in the next days file. If there is something they want to remember (surgery, vacation, etc...,) that can be on the back. When they call the person they ask about their vacation etc... This can be done on a PDF also. At the end of the month you will want to call people close to a bonus or close to another bonus bracket and make sure they don't miss out on the bonus.... This will generate more orders. Also, they can also let them know about any specials. Each time you contact them write the date and what happened.