

3-3-3 FOLLOW UP FOR SALES

TIP: PICK UP THE PHONE. **Hello?**

Hi, it's ____ or this is ____ calling. Use words that are comfortable for you, the key here is that you don't say "How are you?" You want to keep these calls *short*, no longer than 5 minutes. If you don't know the person well, include your last name.

Have I caught you at a good time? This is key because we typically tend to say "have I caught you at a bad time" to which they reply no. And you've already got your first "no" of the day. So always keep everything in the positive. The point of asking this is to also make sure that you "get" the time to briefly talk right now. You want to have their full attention.

If you have not caught them at a good time, ask "**When would be a better time to call you back? In one hour from now or at the same time tomorrow?**" The point here is to give them two choices (not too far away, ideally one choice is for the same day) and let them choose. **Schedule** the call and let them know you will call them at that time.

If you have caught them at a good time, follow up with "**The reason I am calling is..**" This goes for any Arbonne call you are making. Be concise from the start, and launch into reason why you are calling so you don't get sidetracked with too much chit chat. (If the person is someone you have not spoken to in a long time, let them know you would like to catch up, and can you give them a call at another time. In the meantime, for today, the reason I am calling is "_____".

- **Follow up @ 3 days** to verify that they received their ID number and to make sure they have received their order.

Thank them again for supporting your business. This fosters a relationship. Don't ask for anything else, as they *expect* you to ask them for something. Showing gratitude that they supported your business speaks volumes and that is what builds a loyal customer.

Let them know that you'll call them in a few weeks (ie. ask permission to reconnect) to see how they are loving their products.

- **Follow up @ 3 weeks** to ask how much they are *loving* the products. This is also the perfect time to help solve any problems/issues with the products (ie. Wrong color, broken lid, needs a refund etc).

Remind them of their PREFERRED CLIENT BENEFITS AND REWARDS and the ULTIMATE VALUE PACK (UVP) available to them until the end of their start calendar month. Remind them of the MONEY they earned through the Preferred Advantage Rewards Program, as they have up to 60 days to spend it on their next purchase!

Ask them to host a group presentation and/or for referrals. Ask for their support and show gratitude.

Let them know that you'll reconnect with them in a few months to teach them how to reorder and to let them know of new specials available to them.

- **Follow up @ 3 months** to offer assistance to reorder and to give any promotional updates.

Remind them of their PREFERRED ADVANTAGE PROGRAM and their Rewards to spend (if applicable.)

Let them know that you are available to them if they have any questions regarding product or the website, and that you'll connect with them when there are specials and new products and incentives available to them.