

# The Fortune Is In The Follow up

Once you have a new client or preferred client it is so important to follow up with them. THEY WANT TO HEAR FROM YOU! Part of what we do is provide excellent customer service.

## SUPPLIES NEEDED FOR FOLLOW UP SYSTEM

- Arbonne Calendar/Activity Management Tracker
- Customer Care Follow-up Form
- Thanks you cards
- Birthday cards – Gift Certificate for 35% off their next \$100+ purchase made within the 1 month following their birthday month
- \*2 Notebooks [Customer Care Binder]
  - Tabs January – December
  - 12 sets of tabs 1-4 [behind each month]

File your Customer Care Follow-up Form alphabetically in your **CUSTOMER CARE NOTEBOOK**. This will provide you with all the information you need to know about your client/preferred client. [they should have filled out a customer care form at a workshop or at their one on one appointment with you]

Notebook number two, labeled, **MONTH/WEEK FOLLOW UP NOTEBOOK**, is where you will file JUST the name of your client behind the month and week tab to remind you when it's time to call for follow up or mail a birthday card.

\* File Boxes and File cards may be used instead of notebooks - notebooks will be easier if you get used to having your clients fill out the customer care form. Just 3 hole punch it and place it in the notebook.

## USE THE 3/3/3 RULE OF FOLLOW-UP

You will always follow up 3 days after a purchase, 3 weeks later and 3 months later [and every 3 months there-after]

This is such an important part of customer service. The relationships that you build with your customers will not only bring more sales and more referrals, but more importantly, as you get to know you clients, you will have a greater opportunity to invite them to join you in your Arbonne business.

Be sure to treat your Preferred Clients exactly the same way that you treat your Retail Clients. With excellent customer service!

The Follow-up system explained below is simple and easy to do, whether you are organized or not. It will ensure that you give your clients and preferred clients the customer service that they deserve.

EXAMPLE:

- 1) Mary Smith purchased an RE9 Advanced set on February 5<sup>th</sup>.
- 2) Make a note in your Arbonne calendar to make a "customer care" call on February 8<sup>th</sup> [3 days after purchase] to check in with Mary. The purpose of this call is to:
  - a. Stay in touch and establish a pattern of "customer care" calls. *"Hi Mary, did I catch you at a good time? Great! The reason for my call is to check in and make sure that you are enjoying your Arbonne products and to let you know that I will be calling you every few months, just to check in, to see if you need any more product and to let you know about any product specials that we are running! I'll call you in a few weeks as well, just to see how you are doing! May I send/bring you a sample of our fantastic hair masque from our Detox Spa line? [IF YOU DELIVERED YOUR CLIENTS PRODUCTS TO HER/HIM, THEN BE SURE TO INCLUDE A SAMPLE OF A PRODUCT THEY HAVE NOT YET TRIED.]*
- 3) Write Mary Smith's name on a sheet of 3 hole punched paper and file it behind the **March Tab, Week 1 in your "MONTH/WEEK FOLLOW UP NOTEBOOK."** In the first week of March, when you check your MONTH/WEEK FOLLOW UP NOTEBOOK, you will be reminded to call Mary 3 weeks later. WHEN YOU SEE MARY'S NAME ON THE SHEET OF PAPER, BEHIND THE, **MARCH TAB, WEEK 1,** YOU WILL THEN FIND MARY'S SHEET IN YOUR **CUSTOMER CARE NOTEBOOK,** WHERE YOUR CLIENTS ARE FILED ALPHABETICALLY. Now, 3 weeks later, it's time for a "customer care" call – to check in and see how Mary is enjoying her products and to ask if she tried the sample that you sent. Also a great time to ask for referrals. *"Mary, do you have any friends or family members who like to receive an Arbonne sample. I'd be happy to send it to them with your compliments."*
- 4) Next, file the sheet with ONLY Mary's name behind the **June Tab, week 1.** [THIS IS YOUR 3 MONTH FOLLOW UP] You will be reminded the first week of June that it's time to make a "customer care" call to Mary, once again. Be sure to write in the top corner, of Mary's Customer Care Sheet, in PENCIL, **June, week 1.** This is important, because if Mary calls you in May, asking for more product, you'll want to move her sheet 3 months ahead to **August, week 1.** You will be able to find Mary's sheet, behind the **June, week 1 tab,** because you noted it on her "Customer Care" sheet in **your Customer Care Notebook.** Once again, in PENCIL, write at the top of Mary's Customer Care Sheet, **August, week 1.**
- 5) The first week of August, it's time once again for a "customer care" call to Mary.

PLEASE NOTE , THAT THIS SYSTEM WORKS SO WELL, PARTICULARLY WHEN YOU HAVE MANY, MANY CLIENTS AND PREFERRED CLIENTS TO FOLLOW-UP WITH!