Customers For Life
Creating a loyal customer base through service
The Inspiration

BOGO GROUP- INCREDIBLE GROWTH

SALES EXPERIENCE/BOOK -> BENTON

THE DESIRE TO DO SOMETHING RADICAL
The Book

How to turn that one time buyer into a customer for life

Find a job you love, where work is play and where you have an opportunity to grow and learn from great teachers.

Then make sure you take great care of the people you work with and the people who keep you in business.

Carl Sewell
BASICS

Customers = Friends
FOCUS ON EXISTING CUSTOMERS

6x harder to get a new customer than to retain an existing one especially when they have been on LRP for >6 months
BASICS

FREE

TEACH THEM ABOUT LRP

Stop enrolling and dropping them. Go back to the value of LRP pres and truly believe it yourself and convince them of the value. Retention related to offering frequent flyer program.
BASICS

MASTER THIS

Get better at it. Watch your retention rate. Goals based around increasing your retention rate? Customer service is the foundation to building a large organization that doesn't fluctuate. Educate is implied.
NEW CUSTIES

RE-INVEST YOUR PROFITS
Take your fast start -> re-invest by buying a modern essentials book (in bulk from aroma tools) or essential life book. Welcome package with two roller bottles to start. I promise this will pay off. People love free stuff. They will feel like you care. They will want to buy more. They will have the resources to use. Surprise them with a sample of something not in their kit and how to use

PAY ATTENTION/KEEP A LIST
CRM -keep track, notes about problems
Welcome Letter
Touches - weekly, then bi-weekly, then monthly
Personalizing it helps them know you care ->If they know you care they will be more likely to be a repeat customer

GIVE THEM A PERSONALIZED CONSULT FORM
Wellness consult form
Personal notes with every package
Direct them on what to use next outside of their kit
NEW CUSTIES

KNOW THEIR LIMITS AND DON'T EXCEED

If their needs exceed their budget this is a perfect segway into lrp
respect their budget
tell them upfront you want to respect their budget
Ask them permission? What are you willing to invest monthly to start making
these slow changes?

All of this is about loving people more and building a business through service
What to do when things go wrong

- Apologize
- Send a free oil and a personal note every time
- You fix their problems
- Stop turfing to CS
- Get CS to give them points
Run BOGO groups like a boss

- Personal Invites
- Daily Giveaways
- Get them in the habit of the group
- 5% off for those order most days
- Surprise them
- Large giveaway at end
- Amazing Content
Under Promise and Over Deliver
Be Profitable
Let's Here from You