

Customers For Life

Creating a loyal customer base through service

The Inspiration

BOGO GROUP- INCREDIBLE GROWTH

SALES EXPERIENCE/BOOK -> BENTON

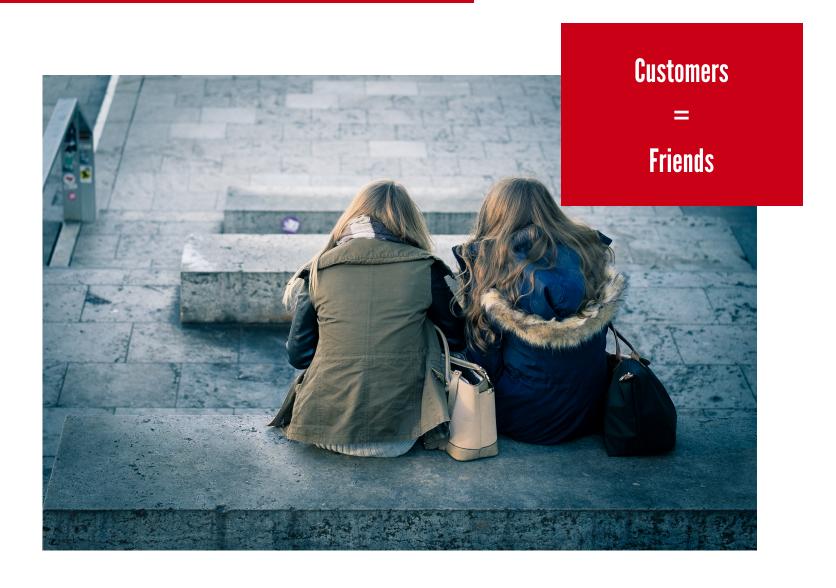
THE DESIRE TO DO SOMETHING RADICAL

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.



FOCUS ON EXISTING CUSTOMERS 6x harder to get a

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





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



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

Give them a resource

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

Check on them frequently

PAY ATTENTION/KEEP A LIST

CRM -keep track, notes about problems

Welcome Letter

Touches - weekly, then bi-weekly, them 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

Ask their budget

KNOW THEIR LIMITS AND DON'T EXCEED

If their needs exceed their budget this is a perfect segway into Irp 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

You fix
their problems
stop turfing to CS

Apologize

Send a free
oil and a personal
note every time

Get CS to give them points

Run BOGO groups like a boss

Daily Giveways Personal Invites

5% off for those those order most days

Surprise them

Large giveaway at end Get them in the habit of the group

Amazing Content

Under Promise and Over Deliver



Be Profitable



Let's Here from You

