



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

BASICS

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



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

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, then monthly
Personalizing it helps them know you care ->If they know you care they will be more likely to be a repeat customer

Personalize
everything

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 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

**You fix
their problems
stop turfing to CS**

**Get CS to give
them points**

**Send a free
oil and a personal
note every time**

Run BOGO groups like a boss

**Daily
Giveaways**

**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



