

## PROVIDING FRIENDLY CUSTOMER SUPPORT AND SERVICE

Make it a priority to build a customer base of happy, satisfied consumers who want to do business with you. As you consider ideas on how to better service your customers, think of the people with whom you have done business who have impressed you with their quality service. Begin watching people who service you and ask yourself, “*What are they doing well?*” and “*What could they do better?*” If you focus on the service you have received, you will gather some great ideas that you can incorporate into your own plan for servicing your customers.

*It is much easier and  
more economical  
to keep a customer than  
to find a new one.*

Here are eleven tips on providing friendly customer support and service that will result in high customer retention and increased sales.

### 1. Keep accurate sales records.

Every time a customer purchases one of our products, you should log those sales. Franchise Owners generally keep records on 4 x 6 index cards, in a spiral bound notebook, or on the computer. When keeping records, here are the things you want to-note.

- Customer’s name and contact information
- Products purchased
- Dates those purchases were made
- Enrollment in our Preferred Customer and Auto-Refill programs: record *yes* or *no*
- Date of your next scheduled follow-up call
- Facts, information, and comments you want to remember

### 2. Encourage customer compliance.

In order for customers to experience the full benefit of the products, it’s important that they comply with the recommended dosages. You need to stress this for two reasons: 1) If it takes your customer 40 days to go through a 30-day supply of our product, your customer will not have experienced the full benefits of our product; and 2) you will have just lost sales for ten days.

Make it a point each time you set up a new customer to stress the importance of getting into a routine and using the product twice daily.

### **3. Explain how to use the products properly.**

If your customers are using the products properly, they should be enjoying the desired results. When selling one of our Bios Life products, make sure your customers clearly understand how to use the product so they can enjoy the intended benefits. If customers use the product improperly, they may not receive the results they expected. For example, if a customer takes three packets of Bios Life the first day, he/she may experience an adverse effect because of suddenly taking too much fiber. This could cause him/her to return the product for a refund or decide not to reorder the product.

### **4. Follow up in three days with each customer.**

After a sale, we recommend that you follow up to make sure your customers have begun using the product and are having a positive experience. You will have opportunity to ask if they have any questions regarding its usage. Most people will appreciate this type of service. In some cases, your customers will have questions that you would not have known about had you not called. Often your call will serve as a reminder to your customer to get the product out of the car and begin using it.

We recommend that you follow up with new customers three days after they have received the product. If you sold the product from your inventory, then you know the day they started using the product. If their order was sent from Unicity, then you need to estimate its arrival date and follow up three days from then. Your goal with this call is to verify that your customer received the product (if it was sent from Unicity), to make sure he/she is having a positive experience using the product, and to answer any questions.

Here are two sample scripts of what you could say.

- **Phone Script.** When your customer answers the phone, you might say, *“Hi Tim, this is Joe, how are you doing?”* Proceed with small talk as appropriate. *“I wanted to follow up with you and see how you are enjoying Bios Life Slim and to see if you had any questions.”* Then just allow the conversation to proceed naturally.
- **Voice Mail Script.** Since almost everyone has caller ID, we recommend that you leave a message when you receive someone’s voice mail. Here is a sample script. *“Hi John, this is Mary. I was calling to touch base and see how you are enjoying Bios Life Complete and to see*

*if you had any questions. When you get a chance give me a quick call. My number is 888-8888. (Speak slowly.) Again that's 888-8888. If I don't hear from you, I will touch base in a couple weeks to see how you are doing. Take care!"*

If you feel uncomfortable using the above scripts, then write or type your own script before following up. If you prefer to put together an outline of talking points, then do that. But it's important to be prepared, relaxed, and friendly.

When you follow up with people who are not using the product consistently, encourage them to take the product before two meals. Perhaps you could give them some tips that help you remember to take the product.

## **5. Follow up again with each customer in 21 days.**

If your customers are using the product as directed, they should only have a nine-day supply remaining after 21 days. Your goals when following up with customers in 21 days include the following:

- Strengthen your relationship.
- Express a genuine desire to help them improve their health.
- Assure that they are taking the product twice daily.
- Talk about their product experience.
- Answer questions they may have.
- Explain the advantages of our Preferred Customer and Auto-Refill programs, *if they're not already enrolled.*
- Gain a positive decision and enroll them in these programs, *if they're not already enrolled.*
- Introduce related products. The OmegaLife-3 Fish Oil and Cellular Essentials are products often purchased by Bios Life customers.
- Look for ways to increase your sales by suggesting other products.
- Encourage your customers to call you any time they have a question.
- Ask for referrals.

## **6. Continue to follow up as appropriate.**

As you begin developing a customer base of people using one or more of our products, you will want to follow up occasionally. The goals of these calls are as follows:

- Continue to strengthen your relationship.
- Show you care about them and their health.
- Build their confidence in you as a professional in what you do.
- Suggest other products, as appropriate.
- Gain referrals.

## **7. Be intentional and do special things.**

There are little things you can do for your customers to show how much you appreciate them and their business. It may be as simple as sending a holiday card. People really are grateful for the little things you do to show your friendship and appreciation for their business.

## **8. Be responsible.**

Providing great service means doing the things people expect from professional folks with whom they do business. Follow our 24-hour courtesy standard.

- When customers call, return the call within 24 hours.
- When they email you, answer the email within 24 hours.
- If a customer needs more product (but is not enrolled in our Auto-Refill program) arrange to deliver it at his/her earliest convenience.
- If you don't know the answers to customers' questions, simply tell them that you will get back with the answers within 24 hours. Then call the company or someone in your upline in order to answer those questions as quickly as possible.

## **9. Send a thank-you note after each sale.**

Think about the last time you received a hand-written, thank-you note from someone with whom you did business. Did that improve your perception of that person or hurt it? Certainly it improved it! Taking a few minutes to write thank-you notes to your customers expressing your genuine appreciation for their business will help you build a loyal customer base of people who want to do business with you. This is a little item that makes a big difference.

## **10. Offer refunds cheerfully.**

When customers are not completely satisfied with a product you sold them, offer refunds without delay. Do you remember the last time you ate in a restaurant when your server immediately, without hesitation, replaced a meal that you were not completely satisfied with? How did that make you feel about that restaurant's ownership? Now, think of another time you were in a restaurant when you were not completely satisfied with your meal. Although you gave obvious hints, the server ignored you. How did you feel about returning to that restaurant?

When people are unhappy with a product you sold them, offer a full refund immediately. Don't wait for them to ask for a refund. By sensing someone's dissatisfaction with a product and immediately offering a refund, your customer's respect for you will grow more than perhaps anything else you can do. Let's not be naive by thinking that everyone is going to enjoy every product we sell. That doesn't happen in any business in the world, and it doesn't happen with Unicity. We have all returned great products that, for whatever reason, did not meet our specific needs. This is one of the policies that made Nordstrom so successful. Don't let it bother you if someone is not completely satisfied with a product. Not every product works for everyone.

## **11. Continue to build their belief.**

One of your goals in growing your customer base should be to continue to build your customers' belief in our Bios Life products. When people begin using one of our Bios Life products, it is easy for them to skip taking the product or to stop all together. This is why you want to continue to do things that reinforce the importance of taking it twice daily. You can do this by sending them a new brochure, CD, DVD, news story on cholesterol or weight control, product testimonials or anything else that would reinforce the benefits of the Bios Life product you sold. Set a goal to send your customers something monthly either by email or regular mail that reinforces the importance of taking our products daily.

## **Summary**

Listed above are just a few of the things you can do to build a loyal and successful customer base. As you build your business, continue to ask yourself what you can do to better service your customers and make sure they are enjoying our products.

If you follow the ideas shared in the previous chapters and strive for excellence in providing friendly and personable service, you can build a large and growing customer base that will enable you to enjoy a residual income as your customers enjoy our products month after month.

You will also find that some of these customers will become Franchise Owners as part of your team. You will then be able to train them to do what you have done, and in due course your organization will grow and you will benefit from a leveraged income that is no longer based on your day-to-day efforts.

Be sure to read the training on converting customers to Franchise Owners.

(Todd, can you think of one more tip to make it an even dozen? It just seems to be a natural number. If so, then change the word “eleven” to “a dozen” on page 1, right after the boxed quote.)