



# Follow Up At A Glance

## I. The Follow-Up Difference

- Word of Mouth Advertising – happy consumer is your best advertisement
- Let your service set you apart from internet and retail stores
- Personal service is needed and appreciated
- Be a person of integrity – do it in a timely fashion

## II. Reasons to Follow-Up

- Build rapport and your relationships
- Product satisfaction
- Schedule Appointments
- Sponsor
- Confirm appointments
- Referral

## III. Interesting Facts

- 87% of Arbonne's consumers are "Preferred Clients"
- These consumers want to be serviced
- When you help your new Consultant/Preferred Client place consistent orders in their first 3 months, 87% of them will order for a lifetime!

## IV. ASAP Points – 3 Month Example

- Following up in their first 3 months is a "Win-Win" for both of you.
- Earn ASAP points as you help build their business and become an Arbonne consumer with consistent ordering.
  - Month 1: \$150 SRP Order = 25 Points
  - Month 2: A \$100 SRP Order = 25 Points
  - Month 3: A \$100 SRP Order = 100 Points

This is a total of 150 ASAP Points

## **V. Arbonne Consultant Calendar – Important Tool to Assist you with Follow Up**

- Manage your appointments
- Work your “To Do” list
- Write your Goals
- Track your Activities
- Track your ASAP points and other accomplishments

## **VI. Who Do We Follow-Up With?**

- Prospects for your business opportunity
- Guests at parties / group presentations
- Guests that could not attend a presentation
- Retail Customers
- Preferred Clients
- Referrals
- Leads from trade shows
- Sample packs you have placed
- New Consultant

## **VII. How to Follow-Up**

- Phone Calls
- The power of the pen—nothing more powerful than a hand-written note...
- To say thank you for orders, to your Hosts, etc.
- A birthday card
- E-mails

## **VIII. When to Follow-Up**

- Within 24-48 Hours...
  - Following a party/group presentation
  - When a presentation is booked
  - Following a sale
  - After a preferred client or consultant signs up
  - After placing a sample pack

## **IX. Develop a Follow-Up System**

- Use a system that works for you
- You want to be able to track:
  - Retail Clients
  - Preferred Clients
  - Consultants
  - Prospects

## **X. Examples of Follow-Up**

- Index Cards or Client Care Cards with a File Box or 3-Ring Binder
  - –Tabs A-Z
  - –Jan-Dec–1-31
- Outlook or other Computer Program–This organizes your calendar, contacts and group e-mail lists, To Do List, & Notes.

## **XI. 360° Follow-Up System for Clients and Preferred Clients**

- 3 days after they get products - using them correctly & answer any questions
- 3 weeks later - Experiencing results & answer any questions
  - –Explain AutoShip and RSVP
  - –Ask them to be a Host
- 60 days later – Call for reorders, discuss products on their wish list, become a Host, new products, etc.
- Continue to follow-up every other month
  - –Revisit the Business Opportunity
  - –Invite to Open Houses or Client Appreciation Events
  - –Share Product Promotions
  - –Ask for Referrals
- Seasonally keep in touch
  - –New products after Arbonne’s National Training Conference
  - –Summer / Seasonal products
  - –New Holiday products

## **XII. Additional Tips for Follow-Up**

- Get Permission to stay in touch
- Schedule a meeting

## **XIII. Advanced Training: Patrice Matteson**

- Basic step-by-step system for why, who, how and when to follow-up
- To master the art of follow-up, a recommended resource is Patrice Matteson with Dynamic Production–[www.dynamicproduction.com](http://www.dynamicproduction.com) or 800-693-9201

## **XIV. Follow-up = Stability and Strength**

- Remember, it’s what you do...
  - –After the party / group presentation
  - –After placing the sample, and
  - –After the tradeshow
- Your Follow-up will make a significant difference in your Arbonne business!