

STEP 5. FOLLOW THROUGH – SERVICING MY CUSTOMERS

Welcome to Step 5: Follow Through – Servicing My Customers

You must 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 business for serving your customers.

As you begin building your business, you will recognize that many of your best prospective business partners will be your customers who are benefiting from the Transformation program and products. This is why it is very important to focus on building a growing customer base.

The math is simple—the more customers you develop, the more business partners you will find. As some of your customers convert to business partners, they will begin building their businesses with authentic confidence that comes from personally experiencing the value and benefits of the Transformation program and products.

Below are seven tips for providing friendly customer support and service that will result in high customer retention, increased sales, and possible greater conversion opportunities from customers to business partners.

1. Keep accurate sales records

- Customer’s name and contact information
- Start and end date for Transformation
- Products purchased
- Dates purchases were made
- Date of next scheduled follow-up call
- Enrollment in Auto-Refill program: record yes or no
- Preferred Customer and Auto-Refill programs activity
- Facts, information, comments you want to remember

2. Encourage customer compliance

In order for customers to experience the full benefit of the Transformation, it is vital that they keep their weekly coaching call, follow the program and principles regarding nutrition, exercise and lifestyle with exactness as outlined by their coach.

Compliance to the recommended dosage of products is critically important as well. You need to stress this for two reasons: 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 and results, and your sales will be diminished.

Make a point when you enroll new customers in Transformation to stress the importance of getting into a routine and using the products as recommended daily by their coach and following the 4-4-12.

3. Explain how to use the products properly

If your customers are using the products correctly, they should be enjoying the desired results. When selling the Transformation, **Cleanse Pack** or any of Unicity's products, make sure your customers clearly understand how to use the product correctly 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 Unicity **Balance** 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.

One of the greatest benefits of the Transformation program is that you can be assured your customer is getting the best possible instruction from their coach as to how to take the products correctly.

4. Follow up on day 3 and day 7 with each customer

After enrolling your customer in Transformation, we recommend that you follow up on day 3 and day 7 to make sure your customers have connected with their coach, have begun using the product, and are having a positive experience.

You will have opportunity to ask if they have any questions. 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 submit their Personal Health Survey to Unicity or to open the product and begin using it.

Even though you enrolled your customer in the Transformation program and they have their own personal Transformation Success coach, it is still important that they are hearing from you. It's important for you to follow their success story and provide additional support and motivation. Remember, you invited them to do the program with you and committed to be a support and motivator to them.

5. Follow Up Again with Your Customer on Day 21

If your customer enrolled in Transformation, continue to encourage their ongoing compliance to the principles taught within the Transformation, product usage, and coaching. Acknowledge

their successes while providing additional ideas or suggestions that may be of help and support to them.

This may also be a good time to help them establish their auto refill to ship at the end of their third month if they didn't set it up at the time of enrollment. Receiving the products monthly after finishing their 12 week Transformation will ensure their success in maintaining their results and possibly improving their numbers even further.

If your customers enrolled with the Prime Health Pack or any of Unicity's other products and are taking them as directed, they should only have a nine-day supply remaining at day 21.

Your goal when following up with customers on day 21 includes:

- Strengthen your relationship.
- Express a genuine desire to help them improve their health and succeed.
- Ensure that they are taking the products correctly.
- Talk about their product experience.
- Answer questions they may have.
- Explain the advantages and benefits of the Transformation program and having a Personal Success Coach; help them enroll if they decide they would now like upgrade to the Transformation program with coaching.
- Explain the advantages of our Preferred Customer and Auto-Refill program if the customer is not already enrolled. Gain a positive decision and enroll the customer in the program.
- Introduce additional Unicity products that would be helpful to them in achieving their Prime.
- Encourage your customers to call you any time they have a question.

6. 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 quick text message, email, or just a simple phone call. People really are grateful for the little things you do to show your friendship and appreciation for their business.

7. Continue to Follow Up as Appropriate

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

- Continue to strengthen your relationship
- Show you care about them and their health
- Build their confidence in you as a professional

- Suggest other products as appropriate
- Gain referrals

As time goes on, you will also want to ask for referrals. You might want to say something like, *“Karen, the best way to find a new customer is by the referrals from those who are having success with Transformation and the products. Who do you know that would like to experience the same benefits you have received?”*

As you stay in regular contact with your customers, you will build a close relationship with them. Because of their success on Transformation and the products, they may eventually want to become a business partner with you.

CONVERTING CUSTOMERS INTO BUSINESS PARTNERS

Determining the Best Time to Introduce the Business

Although you can approach your customers at any time to determine if they would have an interest in learning about the Unicity business, we recommend that you wait until they begin seeing results from Transformation and the products.

Generally speaking, the best time to approach your customers is when your customer comes to you asking how they can take advantage of the people that are approaching them, asking them what they are doing to lose the weight and becoming healthier and younger looking. When people see positive changes in their own health, they will be more inclined to want to learn about the business. Use your best judgment and be careful not to approach people too soon.

Approaching Your Customers

Approaching your customers is easy. You will simply ask them if they would have an interest in learning how they can take advantage of their success on the Transformation and help others enjoy the same benefits. If they do, set up a time to get together either over the phone or in person and review the videos on the business presentation website together.

Here are different ways of determining someone’s interest:

- *“Joe, based on your experience on the Transformation thus far, do you feel you could recommend this program to others?”*
- *“Lisa, with your positive experience on the Transformation, you could really do well in this business by sharing this Transformation program with others. Would you have an interest in learning about the Unicity business?”*
- *“Karen, would you have an interest in learning how you can get your product free?”*
If yes, explain that she could earn money to offset the cost of the product by hosting her own Prime Rally and recommending it to others.

- *“Terry, you seem like someone who would do great in this business. Would you have an interest in learning about the business side of what I do?”*
- *“Maria, you mentioned to me that money was a little tight right now. Would you have an interest in working with me part-time to make a little extra money?”*
- *“Bob, you are the type of person I would really enjoy working with in this business. Would you be open to learning more about what I am doing to see if it would be of interest to you?”*

There are a lot of different ways you can essentially ask the same question—“Would you be open to learning about the Unicity business?” Like most people, you will likely do what is comfortable for you and relevant to your business prospect.

Introducing the Business to your Customers

There are several very informative business videos available on our business presentation website that can be used to introduce the Unicity business to your customers. The goal behind the creation of each of these videos was to present a compelling reason why someone should take a closer look at our business opportunity.

Some of your customers will have an interest in learning about the Unicity business and others won't. When people do not have an interest in the business, don't push it or make them feel uncomfortable. Instead, thank them for considering your offer and continue to service and support them. If the timing in their lives changes, they may have an interest then.

One of the greatest benefits to the Unicity business model is the fact that anyone can build a large and growing customer base. It is about doing the correct activities each and every day. Sharing the Transformation and the Unicity opportunity with everyone we care about and those we continue to meet each day.

Unicity has 23 years of proof that our products work! There is a huge need in the marketplace and we have the solution: the Unicity Transformation. The fact is, this program and products are clinically proven, medically endorsed, and provide measureable results which makes us even more attractive.

FOLLOW THROUGH – SERVICING MY CUSTOMERS: NEXT STEPS

Congratulations on completing all 5 steps in this segment of the **Do X Get Y** training system! Now it is time to take action—to ***Make Life Better*** for someone new every day.