

Customer Care Follow-Up System



Providing good customer service is guaranteed to make your business grow. It is exciting and profitable when a customer purchases from you for the first time. Imagine having the feeling over and over again.

After you make the initial sale, continue to fulfill your customer's needs. Following up with your customers shows them that you care about them and you want them to be happy with the purchases they have made. It creates trust and loyalty. It shows that you are serious about your L'BRI business. Your customers will be more apt to tell others about you and L'BRI.

Be sure to add your customer to the monthly sale postcard mailing list. This is a great way for you to keep your name in front of your customers on a monthly basis, and your customer will be able to purchase items on sale. When you develop a strong, consistent reorder business, your income will grow dramatically.

Stay In Touch

From the start, with your very first customer, get into the habit of providing good customer care follow-up calls. Consistent contact with your customers will establish your reputation as a caring, professional Consultant, and it will result in additional income for you! You will also discover that your customers will begin to refer others to you because they know you'll take good care of their friends and family.

Maintaining a good customer relationship and keeping your customers happy is vital to the success of your business. A new customer should be contacted by phone 3 times during the first 30 days of using the product. This shows her that you care long after the "sale" has been made.

You'll want to make sure they are using the products consistently twice a day, seeing results with the products and using them correctly. You can also suggest other products they may want to try; let them know about the benefits of sharing L'BRI with their friends by having a Show; and the amazing rewards of becoming a L'BRI Consultant.

- ✓ First follow-up call is made within 3 days of receiving the products.
- ✓ Second call is made two weeks after the first call.
- ✓ Third call is made at the end of their first thirty days of using the product.

CUSTOMER CARE CALL #1:

It is best if this initial call is made within 3 days of receiving the products.

"Hi Mary, this is Anna, your L'BRI Consultant. As promised, I'm checking in with you to see how your skin is responding to treatment. What have you noticed so far?"

Listen to her response. Then ask her these questions:

"Are you adding water to the moisturizer?"

"Are you using the system twice a day?"

"Does your skin feel softer, less dry, oily, etc.," (depending on her skin condition)

Customer Care Follow-Up System

"I'm so excited to hear that you're enjoying your skin care products, and as the next few weeks go by, your skin will continue to improve!"

Talk to her about Time Erase, Maxifirm, Nutri Aloe, Dermaplex or any other products that would benefit her even further. Suggest she get it for FREE by sharing L'BRI with a few friends at a fun L'BRI Show!

After you have discussed using the products, concentrate on one of these other areas of follow-up. Choose the area that best fits the situation of your customer.

For example: Perhaps your customer had mentioned at the previous Show that she attended or indicated on her Beauty Profile that she may be interested in hosting a Show. Talk with her about booking a Show. Or perhaps your customer has some friends that she has talked to about L'BRI and you could talk with her about contacting some of them to offer them some free samples.

Your customer may enjoy and benefit from the L'BRI opportunity. Talk to her about taking a closer look and consider getting involved. The idea is to not just follow up with how the products are working for her, but also to expand to other areas that may benefit her and build your business at the same time. See below for suggested conversations.

Booking a Show

If she didn't already book a Show ask,

"You really seemed to enjoy Jenny's Show. Did you know that she got a \$150 shopping spree for \$25? Let's get some of your friends and neighbors together and you can enjoy your own shopping spree. Your friends deserve the chance to use the best in skin care too and they will thank you for inviting them! When would be a good time for you?"

If she answers "yes," book the date, send her the Hostess Packet and begin coaching her right away.

Maybe Later List

If her answer is "No, not at this time," then put her on your "Maybe Later" list for a future Show. Ask her when might be a better time in the near future for you to do a Show together. Then put her name and phone number on your calendar as a reminder to call her back at that time! Creating a "Maybe Later" list will keep you organized for future Shows.

One-on-One Private Facial

Always offer a one-on-one private appointment to your prospects that have not attended a group Show and are unable to host one at this time. A private appointment will introduce your prospective new customer to the products and give you the opportunity to build a rapport with her while gaining a new customer.

Many times a one-on-one facial will lead to a group Show at a later date. You can also suggest she invite a few close friends or neighbors over so they can try L'BRI at the same time.

Suggested dialogue for booking a one-on-one facial:

"You know Jennifer, even though you're not able to host a Show, I would still love to come and pamper you with our products and a new look for (Spring, Fall, Summer, Holidays). It would take less than an hour, and I know you will love what you are going to learn. You can even invite a few friends or neighbors to join you. How does that sound?"

CUSTOMER CARE CALL #2

Two weeks after your first follow-up call to your customer you need to make your second follow-up call.

Remember that you are cementing your relationship with your new customer which will create a long term loyal L'BRI user. This shows your customer that you care about customer satisfaction.

"Hi Susan, it's Becky with L'BRI. Just checking on how everything is working for you! I bet you're seeing even better results now that you're adding water to the moisturizer! How are you enjoying the Maxifirm?"

Discussing the L'BRI income opportunity with your Customers:

At your Shows you will meet people that you would like to have on your team. Be sure that everyone knows that, in addition to our exceptional products, L'BRI also offers an exciting income opportunity. You'll want to refer to the answers on their Beauty Profile regarding the opportunity. What did they say they would do with an extra \$500-\$1000 a month? Share with them that you'd love to show them how L'BRI can help with that.

If your customer is someone that you would like to sponsor, simply ask by saying:

"Carolyn, I'd like to ask you a question: since you love the product so much, and mentioned that you'd love to get a new car soon, have you ever thought about doing something like this?" No matter what she says continue with, "I'd love to talk with you about L'BRI and the income opportunity that L'BRI can offer you and your family. I don't know for sure if this would be right for you, but what I'd like to do is share some information with you so you could see if this would be a fit for you. Don't say yes or no now. If you could just find a few minutes to talk, I'd like to give you some information so you can take a closer look at this. Becoming a L'BRI Consultant is one of the best decisions I ever made. I think you will be amazed at what you will discover."

If she says "yes", then book an Opportunity Appointment with her right away.

If she says "no", try to find out why. What are her concerns? She may have concerns that can easily be resolved. Suggest that before she says "no", you get together so she take a closer look at what L'BRI has to offer and once she has more information, she can then decide if it is a fit for her.

You can also ask her if she knows of anyone who could use some extra income or may be looking for more in their life.

If she decides not to meet with you and isn't interested in the opportunity, just thank her and continue being her Consultant. If she has a little interest but the timing wasn't good, put her on your "Maybe Later" list and mention the opportunity again in a few months when you are calling her to follow up.

When you talk with her again, ask her if anything has changed since you last talked. Ask if she could take a few minutes to explore how L'BRI can fit into her life.

Timing is an important factor in deciding to start a L'BRI business, so keep graciously and enthusiastically offering.

CUSTOMER CARE CALL #3

At the end of the first 30 days, call your customer to see how her skin is doing. Review with her any of the other products she may want to include in her daily skin care regimen to enhance results even further.

If you have not already done so, make sure your customer knows how she can either place an order through you or on your personal L'BRI website. Many customers prefer calling their Consultant and placing their repeat orders directly with them, others will prefer to place their repeat orders directly on their Consultant's web page, and others prefer having their Consultant contact them every four to six weeks to place their repeat orders. **Be sure you know what your customers would prefer and then follow-up accordingly.**

If she has not had a Show, remind her again about all the benefits that she would receive as a L'BRI Hostess. Also ask her if she knows of anyone who would enjoy learning about L'BRI skin care. *"Who among your many friends do you think may enjoy some L'BRI samples?"*

Other Questions/Comments for Customers:

Always address her personal skin care needs by suggesting other products.

"Did you see this month's sale postcard or email? The products on sale this month are....."

"You mentioned wanting to firm up your skin. L'BRI's Maxifirm is an excellent product that would help you achieve that."

Always thank your customer - NO MATTER WHAT!

"Mary, I really want to thank you for your business, (these referrals, booking this Show, etc.)! Do I have all of your current information? Cell phone, E-mail address etc...? I'll talk with you soon, and please feel free to call me anytime when you have questions or need anything! Customer service and satisfaction is very important to me."

Leaving Voicemail Messages

Here is an example of a message you might want to leave for customers should you get their voicemail when calling to follow up:

Example of 1st call:

"Hi Mary, this is Ellie calling, your L'BRI skin care Consultant. I'm calling to follow up with you as I promised. It is 6:00 now and I'll be in my office for the next 2 hours. I'd love to hear back from you. You can reach me at _____. I am looking forward to talking with you about the L'BRI products you purchased and finding out how they are working for you so far. Again, my number is _____. I look forward to hearing from you."

If you don't hear back from her that day, be sure to call her back the very next day. Express your heart-felt desire to connect and give her a window of time to return your call.

Example of 2nd call:

"Hi Mary, this is Ellie. I'm trying very hard to connect with you. I am excited to hear how your skin is doing so far. Customer service is very important to me and I would love to talk with you. I will be in my office for the next 2 hours." Or "I will be available this evening between 5:00 and 7:30. You can reach me at _____. Thank you!"

Following Up by E-Mail

Email is a popular form of communication, however, when it comes to building and cementing relationships with your customers, it is not as effective as the telephone. Whenever possible we encourage you to 'talk' with your customers, especially during the first 30 days of being on the skin care program. In the long run, you will find that you will develop a much stronger customer base, and higher repeat profits. On occasion you may have a customer who prefers E-mail to phone contact. In that case emailing would be the appropriate form of communication between you and that customer. **However, for best results use the telephone. Your warmth and enthusiasm will shine through!**

SUMMARY – THE FORTUNE IS IN THE FOLLOW UP

- ✓ Stay in touch with your customers. It is a key factor that creates repeat orders, booking Shows, referrals and new Consultants.
- ✓ Schedule your Customer Care Calls into your weekly calendar and commit to spending time calling each week.
- ✓ To stay organized, keep records of what your customers have purchased and when they re-order. It conveys a professional approach to your business.
- ✓ Keep a sponsoring prospect list of the people who you've been talking to about joining your team. You should always be planting sponsoring seeds. They will sprout if you encourage and nurture them.
- ✓ Keep a list of possible booking leads. Note a good month to contact them.
- ✓ Send Monthly Sale Postcards to your customers to keep your name in front of them. This will increase your re-order business. Note: Be sure to get your customer's email address to add when you enter your new customers into the database. This will insure that your customers will also receive the Monthly Sale emails.
- ✓ Go above and beyond with your Customer Care Calls and your business will grow above and beyond your wildest dreams!

MONTHLY SALE POSTCARD PROGRAM

Be sure that you send all your customers the Monthly Sale Postcard either by mail or e-mail. In addition to the phone, this is an excellent way for you to connect with your customers on a monthly basis, and you will always have something to talk to her about when you contact her.

By utilizing the Monthly Sale Postcard Program you will be able to easily and affordably reach out and promote your business and products every month. Do not ignore this proven fact: Consultants who regularly send Monthly Sale postcards have greater customer satisfaction, more re-orders, sponsor more new Consultants, have more referrals and higher monthly profits!

More information about the Monthly Sale Postcard Program is on the L'BRI website.

WELCOME LETTER AND BUSINESS CARD FOR YOUR NEWCUSTOMERS

To help make re-ordering for your customers quick and easy, your L'BRI home office will send all of your NEW Customers who are shipped an order from L'BRI a welcome letter and business card that displays your phone number, your web page address, and your customer's user name and password.

You'll want to let your customers know that they will be receiving a welcome letter and business card with re-ordering information to make it easy for them to place their next order.

ORGANIZING YOUR L'BRI CUSTOMER FOLLOW UP

Connecting with your customers is important if you want to keep your business growing. Once you have a customer, it is important to realize that you must service them if you are going to keep them as a loyal customer.

One method that many successful L'BRI Consultants use involves the use of four stackable paper trays or a vertical desktop file holder that can be purchased at an office supply store. The bottom tray or bottom file folder will be used for your first follow-up call, the second tray/file folder for your second follow-up call, the third tray/file folder for your third follow-up call and the fourth tray/file folder is reserved for customers who may require additional follow-up calls. This could be due to possible skin challenges they may be experiencing during their first four to six weeks of being on the skin care program. Label each tray/file folder to indicate the appropriate call.



After your Show, put your new customers' Beauty Profile and order into the bottom tray/file folder. All of these new customers must be called within two to three days after receiving their products.

After they have received their first follow up call from you, move their Profile/order up to the next tray/file folder and so on. You will know just by looking at the trays/file folders who needs their first, second and third follow-up call from you. Make sure to always write down the date that you contacted your customer on her Beauty Profile. If you should run out of room, attach an additional sheet for extra note keeping.

On occasion you will have some customers who will require more than the standard three follow-up calls in their first 30 days due to some possible skin challenges they may experience. Keep in mind that L'BRI products are corrective and some people may experience a correction of their skin which may include a few blemishes, dryness, or slight peeling of the skin. When your customers hear from you, they know that you sincerely care about them. By following up with them in a timely manner in the first 30 days, you will be able to make sure they are using the products correctly, and help to make further recommendations for any concerns they may be experiencing.

After you have successfully completed three calls in the first 30 days, you can then file customer orders alphabetically. A print out of your customer's internet invoice can also be filed which is a helpful way to keep track of exactly what your customers have purchased. You can also make notes on when you talked to your customer and what was discussed on the back of the invoice.

File your customer's Beauty Profile in a monthly file folder based on the month you want to call her again. When you follow up with her, you can refer to her orders in your alphabetical file to see which products she is using and determine which products to recommend for her.

Do not file away anyone from your 'skin challenges' tray/file folder until you are sure that this customer's skin issues have been completely resolved. By keeping her Beauty Profile in the top tray/file folder, you will know to call this person more frequently until her skin challenges are no longer an issue.

Always encourage your customers to contact you if they have any questions or would like to place an order. We live in a very competitive world and taking care of your customers is vital to your long-term success! The key is to establish yourself as the person who will be there to help her with her skin care and beauty needs, and you will have a customer for years to come!