

Following-up with a New Ambrotose LIFE™ Customer

Good customer care leads to higher customer retention, and greater customer satisfaction. Follow these steps for taking care of your Ambrotose LIFE customers. It is far easier and less work to keep a customer than it is to find a new one!



STEP 1

+7 DAYS AFTER ORDER—

Seven days after your customer has placed an order for Ambrotose LIFE, send the first email from the Ambrotose LIFE Retention

Email Series (available in Mannatech+). This first email asks them if their order has arrived and reminds them to take it daily. The following email should be sent from your Mannatech+ account.

EMAIL #1

Subject Line:

Did Your Ambrotose LIFE™ Arrive?

Headline:

Benefits Come with Daily Use

Copy:

Hi [Customer Name],

We believe Ambrotose LIFE is a powerful nutritional supplement. However, its many health benefits come only with regular, daily use. As a reminder, make sure to take it every day! Otherwise, it will be difficult to experience the wonderful benefits it provides.

I want you to feel great! I look forward to hearing your experience in taking Ambrotose LIFE.

Yours in health,
[Associate Name & Contact Info]

STEP 2

+7 DAYS AFTER STEP 1—

Seven days later, send the second email from the Ambrotose LIFE Retention Email Series (available in Mannatech+), which provides additional education about the ingredients in Ambrotose LIFE and the benefits of each. It also reminds them to take Ambrotose LIFE daily. The following email should be sent from your Mannatech+ account.

EMAIL #2

Subject Line:

Are You Taking Your Ambrotose LIFE™ Each Day?

Headline:

Benefits Come with Daily Use

Copy:

Hi [Customer Name],

By way of reminder, the many health benefits of Ambrotose LIFE come through regular, daily use. If you do not take it every day, it will be difficult to experience these wonderful benefits. You are guaranteed to feel a positive difference in your health if you take Ambrotose LIFE for 90 days, or Mannatech will gladly give you your money back.

I want you to feel great! I encourage you to take it daily and enjoy all the health benefits of Ambrotose LIFE.

Yours in health,
[Associate Name & Contact Info]

STEP 3

+7 DAYS AFTER STEP 2—

Seven days later, ask your customer if they are using the 90-Day Tracker to record how they feel as they begin to take Ambrotose LIFE. This should be a phone call or a text or an in-person visit. Encourage them to use the tracker and remind them of the product benefits.

STEP 4

+7 DAYS AFTER STEP 3—

Seven days later, send the third email from the Ambrotose LIFE Retention Email Series (available in Mannatech+) which encourages them to set up an Automatic Order. Follow-up with a phone call or text or in-person visit to discuss the benefits of Automatic Orders. Offer to help them set up an Automatic Order. If they have already set-up an Automatic Order, ask them to create a list of people who might also want Ambrotose LIFE. The following email should be sent from your Mannatech+ account.

EMAIL #3

Subject Line:

Have You Scheduled Your Ambrotose LIFE™ on Auto Order?

Headline:

Make Sure You Always Have It Handy

Copy:

Hi [Customer Name],

I hope you are already feeling the benefits of Ambrotose LIFE from taking it each day.

Here's something that might make you feel even better: When you set-up an Automatic Order for your Ambrotose LIFE (and any other Mannatech products you buy with your Ambrotose LIFE order), you can enjoy free shipping and accumulate Loyalty Points that can be exchanged for free products, including more Ambrotose LIFE!

As I've mentioned, the many health benefits of Ambrotose LIFE come through regular, daily use, and if you do not feel a difference after 90 days, Mannatech will gladly give you your money back. Setting up an Automatic Order will make it easier for you to always have your Ambrotose LIFE handy. I'd hate for you to miss a day! I want you to feel great!

To set up your Automatic Order, login using your username and password at mannatech.com, go to "Shopping," then click "Automatic Order." It is here you can select which day of the month you'd like to receive your automatic delivery and set up your order.

If you have any questions, please feel free to contact me by phone or email!

Yours in health,
[Associate Name & Contact Info]

STEP 5

+30 DAYS AFTER STEP 4—

30 days later, re-send the second email from the Ambrotose LIFE Retention Email Series (available in Mannatech+), which reminds them to take Ambrotose LIFE daily. The following email should be sent from your Mannatech+ account.

EMAIL #4

Subject Line:

Are You Taking Your Ambrotose LIFE™ Each Day?

Headline:

Benefits Come with Daily Use

Copy:

Hi [Customer Name],

By way of reminder, the many health benefits of Ambrotose LIFE come through regular, daily use. If you do not take it every day, it will be difficult to experience these wonderful benefits. You are guaranteed to feel a positive difference in your health if you take Ambrotose LIFE for 90 days, or Mannatech will gladly give you your money back.

I want you to feel great! I encourage you to take it daily and enjoy all the health benefits of Ambrotose LIFE.

Yours in health,
[Associate Name & Contact Info]

STEP 6

+30 DAYS AFTER STEP 5—

30 days later, ask your customer for their evaluation of Ambrotose LIFE now that they have been taken it for about 90 days. Ask if they have noticed positive impacts across a wide spectrum of health. If they have not set up an Automatic Order, offer to help them set it up so that they can receive Loyalty Points and perhaps earn a free order of Ambrotose LIFE. If they have already set-up an Automatic Order, ask them to create a list of people who might also want Ambrotose LIFE.

Remember, take care of the customer and you are likely to have a customer for life.



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