

CUSTOMER SERVICE AND CARE

Another factor that helps you become successful in your network marketing business is your attitude towards customer service. The key to building a successful business is to believe that the customer is the king and to make your customer your most important partner. This belief holds good for all business but even more so for network marketing businesses. Repetitive orders produce repetitive income to produce a long-term income stream. With a company such as Mannatech, where the average length of time a customer stays on the products is 9.5 years, you have a huge opportunity for long-term income.

Ensuring you have repetitive purchases, however, remains reflective of your relationship with the customer. It is not only the quality of the products that bring customer satisfaction, but also your customer service, which helps build customer loyalty and brings in repeat business.

- 1. YOUR MANTRA:** Once a customer, a customer for life!
- 2. GETTING CUSTOMERS:** You don't have to be a product expert to get customers...they are buying you, not the product. Who are you? What do you represent? What touches your heart so much you are willing to get uncomfortable in order to move forward in life?

After you get YOU out of the way, then only 1 thing is left: **FOCUS ON THEM.**

Make it all about them. THE SINGLE MOST IMPORTANT WAY TO GET A NEW CUSTOMER: First, earn the relationship! Be authentic and be a great listener.

"People don't care how much you know until they know how much you care!"

- 3. BE A PRODUCT OF THE PRODUCT.** Your belief in your products needs to be a 10. Your excitement and commitment is critical for it to continue to bolster the commitments of your customers.

People can feel your energy, whether it is positive or negative.

4. YOU CAN PROVIDE BEST CUSTOMER SERVICE BY GOING THAT EXTRA MILE FOR YOUR CUSTOMER AND PROVIDING AN EXPERIENCE THAT IS PLEASANT AND POSITIVE.

- a. Leave your contact number and details.**
- b. Provide personal service, remember the customer by name and keep in touch with the customers regularly.** The most important month? The first one!
 - 1) Follow up with text/email about what they are getting and exactly how to use the products.
 - 2) Call in 4 days so you are on the phone the day the products arrive. Walk through the products' usage with them.
 - 3) Call back in 10 days to make sure everything is going great, to answer any questions, and to make sure there is nothing amiss.
 - 4) Drop them a text as their first auto order is about to come in so they see the value of auto order, and the customer loyalty credits and the need for nutrition to be consistent.
- c. On a monthly or bi-monthly basis, you may want to provide a team newsletter for your customers.**
- d. Make sure they are on the email list for Mannatech.**

e. Advertise all the specials as they come out from Mannatech as well as special announcements, such as free products, news (not business but as related to products), etc.

f. Invitations to the product trainings.

g. Have a personalized customer service follow-up program.

Follow up monthly, know what they are ordering, drop a note in the mail with a “free sample” of a new product.

h. At the end of the year, send a year-end thank you letter acknowledging your customer and their dedication to their health with a question as to how you might provide them with the best possible service.

MAKE IT A SYSTEMATIC APPROACH built into your computer as a repeating event! Have it be automatic on your calendar.