

Customer Support

Last updated: 1 January 2010

This document covers the four areas:

1. What to send your new customer
2. Customer care and follow up
3. Customer tracking sheet
4. Retail referral

What to send to your new customer

1. Herbalife Receipt
(From Herbalife Receipt Pad – sku# 5001)
2. Product Brochure
(Pack of 10 from Herbalife – sku# 6240)
3. Welcome letter or compliment slip + business card
4. "How to Use Products" sheet (from www.helping-me.info)
5. Weight loss chart (from www.helping-me.info)
6. Business opportunity flyer (Pack of 50 – sku# 6502)

Other items that you might like to send (all from Herbalife):

- a) Shaker (Pack of 5 - sku# 8151)
- b) Spoon (Pack of 10 - sku# 8634)
- c) Tape measure (Pack of 10 - sku# 8124)
- d) Samples: Protein Bar, F1 Meal Bar, other flavour Shakes.

Customer Care and Follow Up

Follow Up = Fortune

It is very important that you look after your customers. You want to make sure that they are taking the products properly, so that they get a great result, re-order and, of course, refer other customers to you.

Set Up Call:

On the day their products arrive go through the products:

- Protein requirements
- How to make a shake
- When to take the tablets.

Remember to discourage using the shake with cow's milk, and to highlight the importance of drinking lots of water.

Make sure that your customer weighs and measures themselves. Ask them when they will actually start taking the programme. Call them again the day they get started

Days 1, 3, 7

These are very important days.

Each time you speak with your customer, ask them: -

"How did your shake taste today?" "What did you mix it with?" Check that they are taking their tablets correctly.

Remind them to eat one good, balanced meal, and check that they are drinking plenty of water.

By the 3rd day they should start to feel different and have more energy.

Give encouragement by talking during the 1st month about how great it's going to be in 3 months.

Remember on Day 7 to ask for their weight and measurements, and make sure that you introduce the Customer Referral Programme to your new customer at this point (see below)

Day 14

Ask for their weight and measurements. Discuss any queries etc

Day 21 = Reorder Day

Ask for their weight and measurements. Discuss any queries etc

Reorder Date - 'Which flavours would you like this time?'

If they have energy problems recommend Cell Activator and/or NRG

If they have particular health problem e.g. migraines, recommend Tang Kuei etc.

Introduce them to Outer Nutrition products

After Day 21 weekly follow-ups are normally sufficient. Discuss follow up requirements with your customer.

Customer Tracking Sheet

We have a downloadable document on the distributor support section of www.helping-me.info which will allow you to track customer orders. The Tracking Sheet has 20 circles on the page, and each time you sell a programme you enter the name of your customer on there.

Additionally you will find a Customer Care Card on www.helping-me.info. Print these out back to back and use them to keep track of your customers and their results.

Retail Referral

A very effective way of increasing your retail customer base is to receive referrals from your existing customers.

Each time that you receive a referral from your customer, you can offer them a free gift with their next order. For example: they can choose a product from the Aloe Vera range. This is a good way to introduce your customers to the Outer Nutrition products.

Make sure that you advise all new customers of this by their 7th day on the products and keep reminding them of it. In fact you can create mail shots by letter or email to remind them as well.