**Outline for customer care**

**Here is how I view customer care and you will develop your own sense of this over time**

* First, I want to be clear about my intentions:
  + To make sure that my customers feel good about how I take care of them.
  + To be a resource to them and help them make lifelong changes for the better.
  + To help them engage their family and community into making changes should the opportunity be there.
  + To help the right customers develop into becoming distributors
  + To let go of any customers that really aren’t interested in being positive and helping themselves.
* Second, I want to remember what history has shown us
  + Most people cancel their order because they get a second box before they feel like they aren’t eating it fast enough. To avoid this, use virtual office **to put their order on hold unless you are absolutely sure they are in need of it.** You can delay a CHS for a month, but after that, they will get dropped from the program.
  + And even with the best products, they need to feel **a personal connection from you**. That is what keeps people using a product or service for a long time – it’s not just the results or the understanding but the personal connection. So handwrite something on any mailings you do like postcards and invitation flyers to events. Invite all customers to Prevention Plus talks (we have 2-3 talks a year).  Eventually, you should do a customer appreciation event – maybe a day of Dr. Ray facials 
* Third, the method itself.
  + As outlined in the customer follow up document from the virtual office, they do get emails from the company.
  + You should call within a week to make sure they got their product and help them develop the habit of taking it. I basically ask them if they brush their teeth in the morning jokingly. And then I say, good, put your JP in the bathroom, not kitchen cabinet. And take them when you brush your teeth, first thing in the morning all at once with a large glass of water. Since it’s food you don’t need to eat anything to take it like with drugs or vitamins. I also joke around that “Just cause you paid for it, doesn’t mean it will work. You have to actually take it.”
  + Send postcards, especially to the kids. Handwrite something on them. Get all your postcards ready when you place the order and put the dates on them when to mail where the stamp goes and put into a “tickler file” which is like an index card box with month and date tabs. Mail 4 postcards over their 4 month trial.
  + Meeting customer expectations is another key to long term users. Using the FESS UP questions before selling or during initial call helps you get a handle on what their challenges are and to point out any changes which they may not notice, but you may pick up from talking to them. This leads into the 90 day Effect survey. Let your customers know that after 90 days of regular use, if they can fill out a survey then you can get them some more free product and they will also see what the product is doing for them.
  + Inviting them to Prevention Plus talk’s seals in customers for life. So always send all your customers information of any upcoming PP+ talks with something handwritten on the flyers. Promoting for events is probably the most effective way to build your business besides doing 3-ways (many of which are to get people to an event). Remember butts in seats is the name of the game. Often people become a distributor from coming to a health talk.
* Zoning in on customers with distributor potential
  + Sometimes things seem to go real slow with some customers and we have to be patient. Still, look for signs of a good, potential distributor. Notice if they are talking to others about Juice Plus or if they are asking questions behalf of other people. Are they entrepreneurial or service-oriented. Either is good. Do they have a large network or sphere of influence? Take extra care of these people, sending JP pill boxes, shaker bottles, etc.
  + Educate them on the business while they are still trying the product. Often someone will say, let me try the product first. I usually say to them, “That’s great. Would you be willing to learn more about the product and the company, during this four month trial period? May I put you on my mailing list for upcoming seminars?”
* Don’t worry about perfection. Trust your gut and intuition and do your best with the system.  Don’t worry about getting a late start on some of your current customers. I don’t like to overwhelm people while they are trying to get the 10-1-10 done. So I usually wait to train on this.