

Follow-up Is Good Business and Role Play Scripts

Follow-up is one of the most important aspects of your business. Let your service set you apart from internet and retail stores. By following up you will build strong relationships in your business. Your clients, prospects and consultants will recommend you to other people and they will know that you are a person of integrity when you do it in a timely fashion.

To stay on track with your follow-up, use your Arbonne Calendar and Activity Tracker Management Tools. This is your basic step-by-step system.

Reasons to Follow-up

- Build Relationships
- Product Satisfaction
- Schedule Appointments
- Sponsor
- Confirm Appointments
- Referrals

Who Do We Follow-up With

- Prospects for your business opportunity
- Guests at Presentations/Workshops
- Guests that could not attend
- Retail Customers
- Preferred Clients
- Referrals
- Leads from trade shows
- Sample packs you have placed
- New Consultants

When to Follow-up

- Within 24-48 Hours
 - Following a presentation/workshop
 - When a presentation/workshop is booked
 - Following a sale
 - After signing up a preferred client or consultant
 - After placing a sample pack

How to Follow-up:

- Phone calls
- Nothing more powerful than a hand written note
- Emails
- Birthday cards and Thank You notes

Create a system that works for you:

- 3 Ring Binder with Customer Care Forms and Customer Care Follow-up Forms
- Index cards in a file box
- Outlook or other computer programs

System for when to Follow-up:

- 2 days after they get products - checking in to see that you received your products and if you have any questions
- 2 weeks - experiencing results and answer any questions - at this point you may tell them about Auto Ship and/or ask them to host
- 2 months - call for reorders, discuss product on their wish list, become a host, introduce them to new products
- Continue to follow-up every other month
 - Revisit the Income Opportunity
 - Invite to a Open House or Client Appreciation Event
 - Share Product Promotions
 - Ask for referrals
 - Introduce seasonal products - summer/holiday

Role Play - someone who has purchased product

"Hi Donna, this is Sandra with Arbonne, do you have a minute? The reason I'm calling is to make sure your order arrived and that you are enjoying your products. Great, my goal is to provide you with great customer service. Donna, I usually check in with my clients about every 60 days. Would it be okay with you for me to keep in touch that way?"

Role Play - following up to schedule one on one appointment or workshop

"Hi Susan, this is Teresa with Arbonne, do you have a quick minute? The reason I'm calling is because you said you may be interested in hosting a Swiss Skin Care Workshop with some friends and I'm scheduling in my calendar for next month. (pause let them reply) I want to be sure and fit you in. What would work better for you, weekend or weekday? Do you like morning or evening?"

Role Play - confirm an appointment

"Hi Kim, this is Teresa with Arbonne. Is this a convenient time to talk? I was just calling to confirm our appointment tomorrow. Great, I will see you at _____ at 3pm. I'm looking forward to it."

Role Play - sponsoring - see if prospect has an interest in the income opportunity

"Hi Dianne, this is Sandra Tillinghast with Arbonne, if you recall I met you at a NAWBO luncheon last week. We sat at the same table. Do you have a moment to talk? The reason I am calling is because I'm looking for some sharp women who might be interested in doing what I do. There are so many people today who are looking for ways to supplement their income and ways to create more flexibility in their schedules and the anti-aging business is booming. I would love to drop some information off to you and if you have time just visit for 15 - 20 minutes. Maybe you know someone who this would be the perfect fit for."

Role Play - invite to an open house

"Susan, this is Sandra, your Arbonne Consultant, do you have a quick minute? I have started having special preferred client open houses at my home once a month. These are fun events where you get to get pampered, try new products, and just relax at a fun girl's night out." I would love to have you join us on _____."

Role Play - invite to an Empower Your Life Opportunity Event

"Donna, this is Sandra. You have been on my mind. I know how much you like the Arbonne products and I appreciate the referrals that you have given me. I also know you are committed to staying at home with your children but I'm wondering, have you ever given any thought to becoming one of our successful consultants? The beauty of Arbonne is you could work it around your family? There is an event next Tuesday right near where you live and I would love to invite you as my guest to see if this might be a fit for you. If not, I understand but you just keep coming up as someone who might benefit from what this company has to offer."

Tips and One Liners

Get permission to stay in touch. Simply ask:

"May I follow up with you to discuss and answer any questions you have regarding the product and/or income opportunity?"

Let them know it is a benefit to them for you to follow up:

"Audrey, I want to make sure you receive your products and understand how to use them, so I'd like to follow-up with you in about 3 days- sound good?"

After an opportunity event, depending on where you leave it with your prospect:

"Why don't I follow-up with you Cynthia on Wednesday. That will give you a couple of days to look at the material and then we can see where you stand and I can answer any further questions - sound good?"