

Exceptional customer service can be defined as anticipating the needs and desires of your customer's needs. In essence, it's the process of making each of your customers feel as though they are your only customer, and consistently exceeding their expectations.

When you provide each customer with personal attention and exceptional service, you build strong credibility, a solid reputation, and deep customer loyalty.

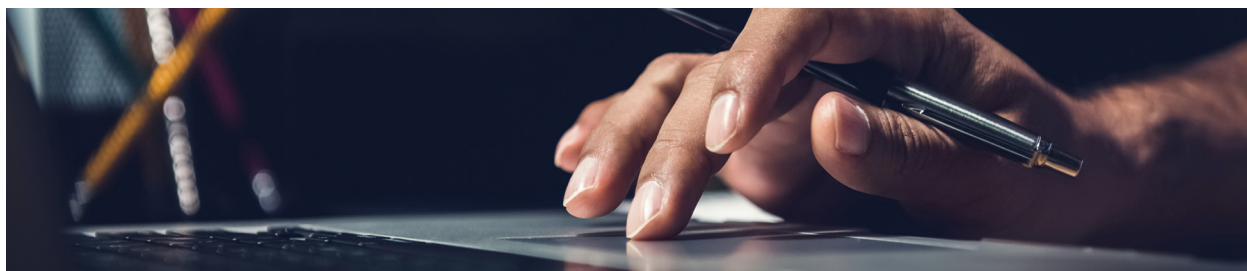
Consistent follow up can generate additional income and leads for you every month. Yet, many Distributors neglect to follow up because they are afraid of being pushy, or because they aren't sure...



1 When to follow up

2 How to follow up

3 What to say when they follow up



Following a simple method solves this issue by providing a systematic approach that guides you through the process of following up.

2 DAYS

The first follow up happens 2 days after they make a purchase. The purpose of this connection is to thank them for their purchase or see if there are further questions they may have. This is your gratitude follow up, thanking them for their order or time in learning more about what you have to offer.

Here is some sample verbiage you can use when connecting within 2 Days:



"Hi Judy. I just wanted to say it was a pleasure meeting you and to thank you again for your order."

She may say, "Well, thank you, I'm looking forward to getting my products."

Let her know when she can expect to receive her order and to call you with questions:

"I wanted to let you know your order should arrive by Thursday, if you have any questions at all, please feel free to call me."

That's it! The follow up takes less than a minute and being brief is key. You will complete more of the follow up process later and she will remember that you were respectful of her time.

2 WEEKS

The second follow up is 2 weeks after the sale. The purpose of this connection is to provide service as one of your existing customers. The conversation might go like this:

"Hi Judy, I'm just checking in to make sure you received your order, and all is well."

"Yes, I did. Thank you."

"How are you enjoying your product?"

OR

"How is your product working?"

OR

"What have you noticed with your new product?"



Use a comment tailored to the product and that starts a conversation. The positive feedback you receive during these follow ups are invaluable, you can use these stories when sharing the benefits of your products with others. Any feedback that is not-so-positive gives you an opportunity to shine and address any issues with exceptional service.



In closing out the 2-week follow up you can say:

"Judy, I value you as a customer and customer service is very important to me. From time-to-time, I would like to touch base with you to see if there's anything else I can do to take care of your needs. Would that be okay with you?"

That last part is crucial, because you're making a commitment to the customer to keep in touch. You are also obtaining their agreement, so there is no hesitation when it's time for your next follow up.

30 DAYS

Your next connection is approximately 30 Days after the initial order date. You will want to schedule these in your calendar, that way you won't let anyone fall through the cracks.

This 30 Day follow up is where you deepen the rapport, checking in with a customer who now feels like you have their best interest at heart. These connections are free-form, more of a touch-base as the topics will depend on what you have learned about your customer and any details that came up in previous calls. It's important to record good notes each time you connect so you are prepared in advance.

The more you engage with your customers and make them feel important, the more connected they will feel to you and more likely to do further business with you and refer you to people. During this follow up you can make pleasant conversation about what's going on in their lives, which might look something like this:



"Hi Judy, I was checking in to see if there's anything I can help you out with right now, any gift-giving items, or anything else I can do for you?"

You can also attach it to an upcoming celebration or event.

"Wedding season is coming up. Is there any way I can help you with that?"

"Mother's Day is right around the corner, can I help you with any of the special ladies in your life, including yourself?"

"Christmas will be here before we know it, is there anyone I can help check off your list?"

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