

Four Month Customer Follow-Up

PC YES _____
date
 (Kit, order placed, PW in)

Customer: _____ Phone #: _____ Date Enrolled: _____

Marketing Executive: _____ Phone #: _____

Promotion: _____

Check List

- Month 1**
- Do a quality Delivering Wellness Overview
 - Explain Preferred Customer program, Back Up Order, and Loyalty Shopping Dollars
 - Enroll them and help place their first order on a 3-way call
 - Exchange phone numbers and email addresses with them
 - Invite them to an upcoming Melaleuca event
 - Place them on your email list—email Welcome Letter
 - Send personal Welcome Card
 - Call new customer to “check in” when products arrive ... set a date with them to go shopping in Month 2 _____

Month 1 Shopping

VP CP

Vitality 4, 6 or Total

Total:

Order#

- Month 2**
- Ask how they're enjoying products – Favorite? Questions?
 - Share a product experience – VFL, Sol-U-Mel, MelaPower
 - Inform them about: monthly specials and web specials
 - Remind them about Loyalty Shopping Dollar choices for Month 2
 - Help them shop & redeem Month 2 FREE products
 - Ask if they'd like to get their products paid for and consider referring customers
 - Thank them and tell them you'll check in again next month
 - Email product &/or business stories

Month 2

VP CP

Vitality 4, 6 or Total

- Month 3**
- Thank them for being a Preferred Customer
 - Ask how they're enjoying products – Favorite? Questions? – Ask them for a product experience
 - Share a product experience – introduce them to a product or category they haven't tried yet
 - Help them shop & redeem Month 3 Loyalty Shopping Dollar products
 - Help them customize a Select Pack (if not already done)
 - Ask for referrals!
 - Continue e-mailing product &/or business stories

Month 3

- Month 4**
- Thank them for being a Preferred Customer
 - Help them shop and redeem Month 4 Loyalty Shopping Dollar products
 - Ask if they're comfortable doing future shopping on their own
 - Help them put a Select Pack in place (if not already done)
 - Remind of Services: MyMelaleuca, Melaleuca credit card, etc.
 - Invite them to a larger Melaleuca event or In-Home-Presentation

Month 4

Remember: It takes 4 months to develop new shopping habits!