

Customer Appreciation

WHAT TO DO AFTER A CUSTOMER IS ENROLLED

You will retain more customers after their initial purchase when you help them find value in the products and show them the power of living a wellness lifestyle. You can with your upline in providing your customers and builders with ongoing experiences and education that grow confidence in the product and expand knowledge. Encourage LRP orders as a way to support a healthy lifestyle. Invite them to share what they love and bring guests to any event.

SET CUSTOMERS UP FOR SUCCESS

1 LIFESTYLE OVERVIEW

You should do a lifestyle overview with every customer after they order. See *Launch* guide for how-to steps in conducting effective Lifestyle Overviews.

2 EMPOWERED LIFE SERIES & PODCAST

Be sure your customers are aware of the invaluable product and lifestyle education available through the Empowered Life Series and the essential oils by dōTERRA podcast.

3 CONTINUING EDUCATION

Offer regular (e.g. monthly) educational opportunities on subjects relevant to your prospects and customers. Topics could include:

- Emotional well-being
- Back-to-school
- Mommy and baby support
- Winter make & take
- Oils for pets
- Detoxing / cleansing
- Oils & cooking
- Green cleaning
- Facials and spa care
- Sleep
- Ideal weight
- Intimacy

4 60-90 DAY FOLLOW-UP

Consider scheduling a second Lifestyle Overview during a customer's 60-90 days to revitalize their Daily Wellness Plan—personalizing and empowering their product use.

5 PROMOTIONS AND INCENTIVES

Notify your customers of promotions and incentives offered by dōTERRA. This is an excellent way to motivate ordering and increase LRP orders.

Occasionally offering your own incentives can stimulate orders from customers who haven't ordered in a while or enrolling where you need it most for advancement.

6 ESSENTIAL OIL USER GATHERINGS

Invite customers to gather to share and explore creative ways to use their oils and other products. Experiencing a sense of community with like-minded people is of value to members who seek enhanced wellness. Consider rotating hosts and locations to keep it fun and simple to stay involved. You may also consider weekly group check-ins.

7 WELLNESS CAMPAIGNS AND CHALLENGES

Organize challenges where participants are encouraged to lose weight, increase exercise, improve daily habits, or engage in a detox program.

8 GRATITUDE AND APPRECIATION

Send thank yous or a small gift along with invites to gathering or notifications for specials. Be sincere and professional.



WHO TO INVITE TO CONTINUING EDUCATION?

- Prospects
- New customers
- Existing, active customers
- Inactive or under active customers
- Builders seeking greater product knowledge
- Prospects who didn't enroll at their first class
- Prospects seeking greater education before they enroll
- Anyone's guests!

“No matter your product, ultimately you are in the education business. Your customers need to be constantly educated about the many advantages of doing business with you, trained to use their products more effectively, and taught how to make never-ending improvements in their lives.”

— Robert G. Allen