Quote : Find a job you love, where work is play, and where you have an opportunity to grow and learn from great teachers. Then make sure you take great care of the people you work with — and the customers who keep you in business. Carl Sewell author of Customers for Life

How to turn that one time buyer into a lifetime customer

**My inspiration** -> bogo group (felt extreme excitement around so much interest)

->talked with Benton -> told me about a book called customers for life

YES thats what we need

Really felt drawn to start changing how I interacted and how I treated my customers. I wanted to shower them and create incredible loyalty

These concepts if you commit to them will create a customer base that is loyal for life

**The Book:**

Car salesman

Did things radically different

Was able to retain customers that on average spent 513k over a lifetime with him

Think about it…after you have been to a restaurant you don’t remember how much the burger cost you…you just remember whether you liked it or not. Customers need to love their experience with us

**How good do you want to be?** Do you want to be mediocre at doterra or do you want to excel at it? If you want to excel at it you have to create a business foundation with customers on LRP. In order to create the value of LRP you have to pour into your customers and offer them value and teach them about the product. If you don’t quite grasp the value of LRP - go back to the call Benton and I did on the value of LRP and really start to understand and believe in the value of it. Only then can you translate that value to your customers. One of the pillars in this book of creating life long customers was to create a frequent flyer program…doterra has already done that for us in LRP (yall this a big deal because other network marketing companies don’t do this as well as doterra.

**Basic Concepts To creating life long customers:**

**custies=friends**

Do not charge for a service that you wouldn’t charge for a friend…think about what you would do for a friend? Not charge for a consult, not charge for a roller bottle etc. Treat people like that

If youre good to your customers they’ll keep coming back to you because they like you

If they like you they will spend more money

If they spend more money you will want to treat them better

And if you treat them better they will keep coming back and the circle starts again

**Focus on current customers** while seeking new ones. Its so much easier to retain a new customer than find a new one. From the beginning you need to treat them right and over deliver

**LRP**

You HAVE got to believe in the value of LRP. You have got to take the time to teach them about it. Go back to our call the value of LRP. Learn it. Memorize it. Stop enrolling them and leaving them to figure it out. Create times to meet with them based on their needs to help them solve problems. Lord teach them about all the free stuff. Teach them this isn’t just a product they buy once they are buying a wellness lifestyle and they need this to do it

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**Master This** - customer service is a business Strategy to building a healthy organization.

You have got to become a rockstar at this OR YOU WILL START OVER every month!! Y’all stop starting over every month and build that cust base that sustains your business. What if in addition to your rank goals you had retention rate goals? Go into your summary genealogy and every month track that along with your volume!! It should always be going up (both of them) if you are doing this right!!!!!!

**NEW Custies**

* **give them a resource** -> a welcome package. Yes you will make less profit in the beginning but yall it will pay off later!! This is to solidify financial gain in the future. All people that are starting their business have to make an investment in it!!
* **Pay attention to your touches** -> you want to touch them weekly when they are starting and then bi weekly and then monthly -> usually after 6 months they will come to you when they need help. Be responsive. Answer their questions in the user group or personally within 24hrs
* **Personalized consult form.** Direct them on what to use next ->this is how I get them on lrp. They need the vitamins, cleaner concentrate and hand soap to detox their home. Always include this on their form

-**Ask people about their budget**. Especially at enrollment. I have started doing this and it has been wildly successful. I tell them lets get you what you need to start and lets not go over your budget and then I ask them what is a reasonable budge amount you are willing to spend to improve your health? Based on that I recommend at lead 50-150 each month on lrp to start getting their oils and replace toxic products around their home. Tell them what to do! I do a consult form for each new enrollee with my recs and at the bottom I make recs on the other home products and personal care products they need. If they overspend they will have regret and feel taken advantage of even if they didn’t tell you their budget up front.

**What to do when things go wrong:** shipping issues, delayed order, wrong order, they accidentally didn’t change their LRP

-first apologize ( make a big deal out of it) -> send them a note

* FIX their problem -> don’t tell them to call CS -> you call CS and take care of it for them go above and beyond…this is a radical concept and it may be more time consuming. If I have to direct them to CS
* Get CS to give them some points. When you are on phone with CS I ask do you mind giving them a few free points to make them happy or can you re-imburse their shipping costs since we didn’t meet those exceptions? They always do
* You send them a free bottle of oil (lemon or wild orange ) -> order class in a box and use the wild orange bottle if you need a more cost effective I am sorry (breaks down to 2.50 a bottle)

**Run Bogo groups like a boss:**

**Y’all bogos happen 3x a year and lend incredible volume. This significantly increases your annual revenue. Perfect this**

* Free giveaways daily in bogo groups to get them super excited about joining and ordering from bogos
* -daily giveaways and especially the big giveaway at the end should open their eyes to the other products doterra has. Give a vitamin pack, on guard cleaner concentrate, deep blue rub, hand soap, facial products so you open that one customer who wins up to the other doterra products!!
* -surprise your best customers who order a lot monthly and lots of bogos with 5% off their order!! Y’all they loved this!!! This definitely incentivizes them to participate in the future
* Give them amazing content…give them recipes for the bogos and teach them why they have to have this oil!! Especially the new or not common ones!!
* Teach them in the end the bogos happen three times a year and we will always do it this way! Look forward to it

**Underpromise and Over deliver**

Surprise your customers with perks -> holiday gifts for your top ten custies

-forgot to recommend veggie caps for a customer who I made specific recs to about internal so I sent her a free bottle surprising her instead of telling her to buy them herself.

-had a client who really wanted the 200 pv promo but wouldn’t spend another 25 dollars so I pay paled her 25 bucks to get her the promo. Because she jokingly asked for a promo code. People want that- > she will buy again because she liked me for doing that

-Its these little things that create customers for life

**The goal is to be profitable** - none of the recs are to keep you from profitability. But please understand the things you do above are about re-investing in your business to make you more profit down the line. He talks about in the book that none of these things should keep you from profitability but int he beginning you are making a sacrifice to re-invest in your business. Realize that your fast start bonus from an enrollment make all go back to their enrollment gifts and a mishap here or there but you are in this for the long haul not the fast cash. Every LRP order they place is like getting an enrollment that month. You want to win them as customers for life and unless you knock their socks off with they may not order again. We are lucky because the doterra product is amazing but we also cant just rely on doterra CS to meet the CS needs of our people. Build into your business model some cash each month for CS issues that way you are prepared up front to absorb these costs. And the ultimate goal in long term profitability where you don’t start over!!!!