

CUSTOMER CARE

The Importance of Customer Care

Part of the fortune you can achieve in this business is the wealth of relationships you develop as you share your story and create customers, listen to your customers and attract team members, and build businesses together. In this fast-paced world, it is challenging to experience a real connection with others. How incredible that in this business, making friends and building relationships is what you're paid to do!

How will these friendships succeed?

By investing time at the beginning to:

- share the message of health.
- call when you say you will.
- listen to the interests and desires of your prospects, customers, and distributors.
- provide education.
- check on results, answer questions, and make yourself available.

When education and friendship are your goal, there is no way to lose. And when you take great care of your customers, they will open their lives to you. They'll introduce you to their family and friends who need your help. And when they enjoy you and what you do, they are often drawn to join you in business.

Tracking your "Connections"

As you contact people from your Memory Jogger and start to build a customer base, it is helpful to keep a record of the "connections" you make. While there are many workable systems to track contacts, post-it notes and bits of folded scratch paper are not ideal! The Connection Record Form on the following two pages, may serve as a helpful tool to record all the important details that people share as they open up their lives to you. It provides many prompts of things to offer or discuss with your customer, and more room to track the details of your relationship and plan your "next steps."

The front of this form is geared for collecting information as a person moves from "prospect to customer." The back provides an outline to move people from new customers to solidified customers – those with conviction about Juice Plus+® and for some, an interest in our business. Copy pages 8.2 and 8.3 on the front and back of one sheet, so you'll have a single-page record for each customer. *(Please note: NSA will send e-mail reminders of the follow-up calls listed under Continuing Customer Care. The form simply provides a place to check off that particular "to do" if desired.)*

CONNECTION RECORD FORM

Success Habit 2: Focus on Building Relationships

Source of Contact: ☐ Referral of _____ ☐ NSA Lead _____ ☐ Other _____

CONTACT INFORMATION: Name _____

Daytime Phone _____ Is this ☐ Home? ☐ Work? Alternate #s: _____

Address _____ Employer: _____

City _____ State _____ Zip _____

E-mail _____ Fax _____ Best Way/Time to Reach _____

Spouse? Any children? (Names/ages) _____

Health Concerns/Issues? _____

Primary interest: ☐ Adding more F/V (JP+) ☐ Weight Loss (all products) ☐ Business ☐ Other _____

JUICE PLUS+® EXPOSURES/INTEREST: (circle) Caps Chew Gum CHS Com Thins Vin Bus

<p>60-Second Story</p> <p>Health Audios</p> <p>_____ The Whole Truth in 15 Minutes</p> <p>_____ An Easy Solution</p> <p>_____ From Here to Longevity</p> <p>_____ Call Me in the Morning</p> <p>_____ In Case of Emergency</p> <p>_____ Run Faster, Jump Higher</p> <p>_____ Making a Difference</p> <p>_____ Surviving to Thriving</p> <p>_____ Exploding the Diet Myth</p> <p>_____ Digging Your Grave with Your Fork</p> <p>_____ Woman to Woman</p> <p>_____ Nine Simple Steps</p> <p>_____ Eat Well. Live Well</p> <p>_____ Achieving Optimal Health</p> <p>_____ Four Doctors</p> <p>Three-Way Calls</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Juice Plus+® 24-Hour Hotline</p> <p>Health Brochures</p> <p>_____ Recipe for Better Health</p> <p>_____ Juice Plus+® Orchard and Garden Blends</p> <p>_____ Science of Juice Plus+®</p> <p>_____ JP+ Gummies®</p> <p>_____ JP+® Children's Health Study</p> <p>_____ Guide to Better Health</p> <p>_____ Juice Plus+ Vineyard Blend®</p> <p>_____ Research Packet</p> <p>_____ Prevention+ Newsletter</p> <p>_____ HLP On-the-Go Book</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Personalized Health Articles</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Juice Plus+® Website</p> <p>Event Invitations</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Events Attended</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Business Audios</p> <p>_____ Ron Blue Virtual Franchise CD</p> <p>_____ Sean and Jennifer Myers Virtual Franchise CD</p> <p>Business Brochures</p> <p>_____ Part-Time Magic</p> <p>_____ Virtual Franchise® Brochure</p> <p>_____ Professional Support Program (PSP)</p> <p>_____ Success Express</p>
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ORDER INFORMATION: Start Date _____ Billing/Shipping Cycle: ☐ 4I ☐ 2I ☐ Pay-In-Full

_____ Orc and Gar _____ Chew _____ Gum _____ Com (Ch – Van – Var) _____ Thins (Ch – AC – Var) _____ Vin

_____ JPCHS – Child's Name/Birthdate/Product _____ Caps or Chew

Notes:

_____ Other question ideas: circle of influence (activities), stress level, current health habits (e.g., plant-based diet? exercise? drink purified water? take supplements? which ones?) job satisfaction, spouse's occupation, birthday

DATE	Follow-up checklist	NOTES
Prospect Care		
	Call #1. Ready to order? If not, offer: <input type="checkbox"/> more time to listen; <input type="checkbox"/> info; <input type="checkbox"/> three-way call; <input type="checkbox"/> event (PPL or WP)	
	Call #2 (if needed). Ready to order? If not, offer: <input type="checkbox"/> more time to listen; <input type="checkbox"/> info; <input type="checkbox"/> three-way call; <input type="checkbox"/> event (PPL or WP)	
	Call #3 (if needed). Ready to order? If no, use take-away script on page 7.7/ <input type="checkbox"/> offer mailing list; <input type="checkbox"/> other: _____	
	Place order at www.nsavirtualoffice.com or fax to 901-850-3061 (Include credit card name, number, expiration date, and e-mail)	
New Customer Care		
	Send a follow-up piece, such as <u>Guide</u> or <u>Recipe for Better Health brochure</u> with the following handwritten note: <i>"Dear __, Thank you and congratulations for deciding to add more fruits and vegetables to your diet with Juice Plus+®. I'll be staying in touch to help monitor your progress. Best of health, __"</i> <input type="checkbox"/> Consider a gift such as an orange or blue pill box, or Acorn	<i>Suggested Handwritten notes for postcards:</i>
	Address four Follow-up postcards – <input type="checkbox"/> Write in mailing dates where the stamp will go (card #1- 7-10 days later, #2- 30 days later, #3- 60 days later, #4- 90 days later). <input type="checkbox"/> File postcards 2, 3, and 4 by month, Jan – Dec. (mail monthly). <input type="checkbox"/> Include card #1 in current week's mailing.	#1 You are going to LOVE Juice Plus+®! #2 Isn't it great to know, Juice Plus+® is hard at work in your body? #3 What a gift you are giving your body everyday with Juice Plus+® #4 I trust you will make Juice Plus+® a permanent part of how you take care of your health. Your next box is set to ship on _____. Call me if you need to adjust it.
	Add customer to database system and email address book (spreadsheet, planner, outlook, palm pilot, etc.)	
	File this and order form in your Organizational Binder (see pg. 8.5) by last name – A-Z tabs	
Continuing Customer Care (NSA WILL REMIND YOU)		
	Virtual Tracking Customer Call #1 – After 10 days of signing up: <input type="checkbox"/> received shipment? <input type="checkbox"/> received NSA emails? <input type="checkbox"/> follow-up from me? <input type="checkbox"/> taking ok? <input type="checkbox"/> referrals?	
	Virtual Tracking Customer Call #2 – After 30 days: <input type="checkbox"/> remembering? <input type="checkbox"/> spouse taking also? (may need more sooner) <input type="checkbox"/> Invite to event (HLP, PPL or listen to 800#, conf call); <input type="checkbox"/> Need another CD/DVD or info on Vineyard/Complete/Thins?	
	Virtual Tracking Customer Call #3 – After 100 days: <input type="checkbox"/> Ready for 2 nd box? <input type="checkbox"/> Reinforce that staying healthy is a lifetime commitment. <input type="checkbox"/> Offer new CD <input type="checkbox"/> Referrals?	
	Next Ship Date: ____/____/____ After 2 nd box – Send thank you note (Juice Plus+® "Stay Well" card) and consider gift (a second CD, pill box, shaker, etc.)	

Ongoing Follow-up Ideas

- Invite to HLPs or Prevention Plus+ lectures.
- Send newsletters or articles every 8 to 12 weeks.
 - Send occasional informational e-mails.
- Check Genealogy Report monthly and call before each box is to be re-shipped.
 - Send card on anniversary of Juice Plus+® start date!

Identify, Invite, Involve

Your relationship building efforts are based on these three “I’s.”

- **Identify**... people you would like to help by sharing Juice Plus+®; people you would like to spend more time with (*potentially, in the business!*); people you admire and respect. (*Collect names using tools such as Easy as A-B-C, Memory Jogger, Designing a Team, or Customer to Distributor Worksheet.*)
- **Invite**... people to listen to a CD, to attend a Wellness Presentation, or Prevention Plus+ event, to hear a conference call and join your team. (*Tools such as Monthly Event Planner, Invitation List, and Connection Record can help.*)
- **Involve**... people with a series of educational exposures based on their interests. (Again, Connection Record may be helpful)

We will discuss organizing your efforts (*as well as the recommended forms*) on page 8.5.

How Much Contact is Appropriate?

- **If someone says “no” to Juice Plus+®** – Ask if they would like to remain on your mailing list for future education pieces and event invitations. Remember, “NO” just means they don’t KNOW!
- **With a new customer** – The first four months a person is on the product is a time for intensive customer care. You are building a relationship, and they are evaluating Juice Plus+®. You know you really have a customer when someone says “yes” to a second and third box of Juice Plus+®. The back of the Connection Record Form offers a guideline for appropriate contacts during the first four months, which includes three telephone calls and four postcards from you. The best part, you will receive e-mail reminders from NSA when it is time to make each of the calls! Read more about this and NSA’s 100-day “Personal Touch” plan for YOUR customers on page 8.6.
- **With established customers** – How much time does it take to maintain great friendships? Not as much, but our friends do want to hear from us. Invitations to events, occasional articles/newsletters, and holiday greetings are all ways to stay connected.
- **With business prospects** – As we build relationships with new and established customers, some will be so excited about the product or the results they are experiencing that they begin referring friends and family. Obviously, this is an ideal team member. Chapter 9 will talk about the “series of exposures” appropriate for these customers. You want to continue the follow-up process until your business prospect has enough information to say, “yes,” “no,” or “not now.”
- **With distributors** – Lock arms with your team members as they move through the 10-10-10-10 program and begin building a team to achieve the position of Sales Coordinator. Again, Chapter 9 will cover this in more detail.

The Takeaway

Occasionally, even after your best job of presenting the business or product, your prospect isn't interested. Learn one of the most important words in business: NEXT! There's no need to be nasty or even unpleasant. On the contrary, don't burn bridges. Keep the door open so that it's easy for people to come back to you. A good "takeaway" will leave both of you in a comfortable position. For example, you've shared a CD with someone and after calling back yet a third time, he or she still hasn't listened to it. You might say:

"I know you have a strong interest in your personal health and I believe your interest in Juice Plus+® is genuine as well. I've obviously contacted you at a time when you have a lot going on in your life and that's okay. I'm not going anywhere. Would you be willing to stick that CD back in the mail to me and later on, when your time is better, give me a call and I'll be more than happy to get it back to you or even meet with you." (Some distributors provide a postage-paid return envelope when they send a CD. This communicates value and people may be more inclined to listen, keep track of and return the CD.)

OR

"Thank you for considering Juice Plus+®. If things change, please don't hesitate to give me a call. I would love to keep you on my mailing list. Would that be okay?"

Now the ball is firmly in their court, so you don't have to spend any more time chasing them. Very often, they ask for a few more days to listen. By all means, oblige. Worst case scenario, they'll send you the CD back and the next time you see them, it won't be uncomfortable for either of you. More importantly, this positive approach will help you look forward to follow-up calls regardless of the outcome! *(If you can't reach them by phone, send a note card with the same message.)*

Organizing Your Follow-up Efforts and Business

Since most of the paperwork you will manage revolves around the relationships you are developing, now is a good time to discuss organizing your business. Some people are likely to put everything on the computer; others prefer paper. The perfect system will be whatever works best for you. A simple approach is to get a nice two-inch, three-ring binder with at least eight divider tabs and group your paperwork by topic. Here are suggested tab names and the types of forms each section would house. Those forms marked with an * will not be introduced until Chapter 9.

Tab 1: Monthly Plan (tools to stay accountable to your DMO and activity level)

Monthly Event Planning Worksheet
 Invitation List (Optional: available at NSA Virtual Office)
 Weekly Call Planner (2x2x2x2)*
 Royal Crown Monthly Scorecard*
 A month-at-a-glance calendar if desired

Tab 2: Prospects (tools to track prospects to customers)

Easy as A-B-C

Memory Jogger

Connection Record Forms of prospects who have received information
(*alphabetical order recommended*)

Tab 3: Customer Care (tools to track the series of educational exposures)

Connection Record Forms of customers (*alphabetical order recommended*)

Tab 4: Team Building (moving customers to distributors)

Designing a Team Worksheet (from Chapter 5)

Customer Care Worksheet*

Potential Team Member Profile*

Tab 5: Distributors (to track “next steps” and willingness to move forward)

Sponsor Checklist*

Distributor Care Worksheet*

Qualifier's Tracking Forms of team members

Royal Crown Monthly Scorecards of team members (Sponsor's Copy)*

Tab 6: Customer Genealogy (to track customer orders, shipping dates, and order status)

Your Qualifier's Tracking Form

With NSA Virtual Office level two membership, a Preferred Customer

Genealogy Report is e-mailed from NSA each month (on or about the 25th)

Tab 7: PVC Reports (to track your progress to qualification and next steps)

As an NSA Virtual Office level two subscriber, Volume Reports will be e-mailed on the 5th, 10th, and 15th of each month.

Tab 8: Prospects/Mailing Lists (tools to maintain contact with prospects)

Name and address list of people who said “no” to Juice Plus+®, but gave you permission to put them on your mailing list. (Also, ask any cancelled customers if they would like to be kept on this list.)

NSA Virtual Tracking 100 Day “Personal Touch” Customer Care Plan

The first 100 days are critical for developing a satisfied Juice Plus+® customer. By personally staying involved with your customers during this time period you put yourself in the position of understanding their needs and providing them with the confidence that they can depend on you.

NSA helps you keep track of each and every one of your customers during these critical first 100 days with a program that we call “Virtual Tracking” because it requires no tracking forms. So if you are a person who runs away from paper, help is here!

All you need to do is **include a phone number and an e-mail address on each Preferred Customer Order you submit to NSA**. Our “Virtual Tracking” system will take care of the rest.

The goal is to provide 10 follow-up connections with your new customer in the first 100 days – seven from NSA and at least three from you – approximately once every 10 days.

Seven E-mails from NSA

One series of connections is seven automatic e-mails sent directly to your customer by NSA, including several written on our behalf by a variety of health professionals. These e-mails focus on the specific Juice Plus+® clinical research results that mirror chronologically where your customer stands in his or her own Juice Plus+® journey. For example, on Day 15, your customer will receive an e-mail highlighting bioavailability results in individuals who have taken Juice Plus+® for two weeks or more.

The content for these automatic e-mails can be found on your Virtual Office under **Training**.

Three Telephone Calls from YOU

In addition to the automatic e-mails, NSA will send you a weekly e-mail reminder of which of your customers need to be called, along with an outline of what you will want to cover in your conversation. Over the 100-day period you will be reminded to contact each customer on three separate occasions.

This e-mail will provide your customer's contact information, the date their product originally shipped, and whether you are making Call 1, Call 2, or Call 3. Below are some suggestions on how you might want to approach each call.

100-DAY CUSTOMER CARE PLAN (At-a-Glance)

E-mails from NSA	Calls from You
E-mail #1	Call #1
E-mails # 2 and 3	Call #2
E-mails # 4, 5, 6 & 7	Call #3

Call #1 (10 days after product shipped)

- THANK YOUR CUSTOMER AGAIN for becoming a Juice Plus+® customer.
- Confirm that they received their Juice Plus+®.
- Confirm that they also received the first of seven e-mails from NSA. If they haven't received their first e-mail yet, double-check the e-mail address and forward the correct e-mail address to Customer Care (juiceplus@nsai.com).
- Confirm that they are taking Juice Plus+® according to the directions.
- Answer any questions they may have.

Call #2 (30 days after product shipped)

- Confirm that they are still taking Juice Plus+® as directed.
- Congratulate them on developing the Juice Plus+® habit.
- Extend a special invitation to attend a Prevention Plus+ event or Wellness Presentation.
- Be prepared to discuss the next two automatic e-mails (Day 15 and Day 30). The

- content for these automatic e-mails can be found on your Virtual Office under Training.
- Have one of the latest materials (CDs, DVDs, brochures, articles) that reinforces the Juice Plus+® habit available to send.

Call #3 (100 days after product shipped)

- Confirm that they are still taking Juice Plus+® as directed.
- Congratulate them on developing the Juice Plus+® habit.
- See if they have any interest in attending the next local Prevention Plus+ event.
- Be prepared to discuss automatic e-mails for Days 45, 60, 75 and 90. The content for these automatic e-mails can be found on your Virtual Office under Training
- At this point your customer should be on their last bottles of Juice Plus+® Orchard and Garden blends. If this is not the case and they've run out – or, if they've not taken Juice Plus+® consistently and have fallen behind schedule – let them know that you can move up or postpone their next shipment, as appropriate. You can easily edit a customer's account – 24 hours a day, 7 days a week – by simply going to your Virtual Office. Under the My Customers section, select Edit Customer Account and make your changes. Or, send an e-mail to Customer Care (juiceplus@nsai.com).
- Reinforce that staying healthy is a lifetime commitment.

Post Card Follow-up

In addition to the 10 exposures during the “Virtual Customer Care” program, NSA offers a follow-up post card series through Promo Plus+ comprised of four beautiful, full-color cards containing powerful preprinted messages that reinforce the Juice Plus+® habit while your new customer consumes their first carton.

Here is a great way to add yet another personal touch. On the back of the Connection Record Form, you'll find suggested notes that you can write by hand on the bottom of these cards in order to make them even more personal.

You can view these postcards on your Virtual Office under Tools.