

## **Building Retail Customer Sales – Process by Lianne Haber**

There are many options that will help grow your Retail Customer base; Drop N Shop, Artistry get togethers, handing out samples, selling products to friends and family.

In the beginning, people are excited about showing the plan, especially when new people join as IBOs, but often they get discouraged or disappointed when people say “no”. Especially, when they hear, no, no, no, heck no!

When you have exhausted the possibility of having your prospect register as an IBO, this is a great option to bring them along as a Retail Customer. Now, you can welcome “No’s”, they are a good thing.

### **Process:**

Be CORE! Show the plan, everything starts there. The more plans you show per month, the more people you will have that may possibly become customers. Showing 8 plans per month is good, but 15+ is better.

Make sure you have your Personal Retail Website set up.

When ‘NO’ or ‘I need to think about it’ or ‘wait to sign up’ I ask, *“When do you see yourself getting registered?”* If more than 2 weeks, then I ask, *“Do you think you will be going to the store in that time frame?”*

*“Would you consider becoming one of my clients?”*

Cross off the Payment Section on the IBO Registration information sheet, slide form to them,

*“Go ahead and give me your name, address, phone and email and I’ll get you set up as a customer, it won’t cost you anything.”*

*“Was there a specific product area mentioned that you have interest in?”* Write it on form.

*“When will you be shopping next?”* Book the appointment as you would any other follow up, face to face or on the phone. They must have internet access during appointment. Give them 2 options; *“Fri/Sat, Great. 10am/11am. Great.”*

If you are doing the appointment by phone, *“What number would you like me to call?”*

Also, in advance of appointment, create a bogus customer ID so that you can log in as the customer on your Retail website and see the website as they do.

*“I’ll send you an email in advance of our appointment to confirm and to give you the website details.”*

DONE. KEEP IT SIMPLE.

Go online to Amway, get customer number, then, send them an email:

Include your Amway Retail website address, their Amway Customer ID#, and temp password.

Suggest that they can log on in advance, create username, password, security protocols.

If not, do it with them when you have your appointment.

Once logged onto your Amway Retail Website, I either take them to the product area where they had interest or I ask, *“Do you have an area of interest?”* OR *“Do you take vitamins?”* OR *“What do you use to wash your face?”*

**Start Left and Up, highest PV/\$.**

*Nutrition, Beauty, Bath and Body, At Home*, then within each area under *Shop by Category*, items are listed by PV/\$. Tell them they will get the most value when they shop from Left to Right and from the Top of the list under *Shop by Category*.

Match what they already use. One-a-day=Daily OR One-a-day+fish oil + ? =Women’s/Men’s pack, etc.

Or take them to your favorite products. Find 1 item they have interest in, use this item to show them how to navigate the site:

Picture = quick view, words below = full page details

Have them click on *Add to Shopping List*;

On *Quickview* it is below the blue *Add to Cart* button in the grey bar.

On the *Full Details* page it is found just under the *Add to Cart* button. After clicking, type in a *List Name*, Click *Add*. After the first item, select the list already created, then click *Add*. **1 – 5 Items ONLY**.

“Imagine, When it’s time to reorder, *log in*, click on *Shopping List* at top of screen, select your list, then select the items you wish to reorder, Go to *Select* in grey section and Click on *Add to Cart*. Click on the *Cart* in the upper right corner; check out like you do on every other online website. Easy!”

I have them do each of the above steps placing their first order. Remember, they already said they would be ready to shop that day. One item is ok! They can always order 2 or 3 next time. I tell them to expect the order in 3 to 8 business days.

Call in 3 days or so. They should be amazed how quickly it came.

If something is wrong with the order;

“Great, this will give me a chance to introduce you to the Amway Customer Service, do you have a few minutes right now or do you want me to call back at a better time?”

3-way call to Amway, let the operator know you have a customer on the call, give the Customer Service person your Retail Customer’s ID#, tell them the problem, Solved! Give the customer the phone number to Amway Customer Service for any future issues. 800-253-6500

Calendar when they will likely reorder; see if they do it on their own. If not, reach out, “Hey, I think you are about out of \_\_\_\_\_, would you like me to help you reorder it?” Set a time to do that.

RARELY have I had to help past the 2<sup>nd</sup> order. Now you have a customer .... For years! Customers who love products sometimes become wholesale IBOs. IBOs sometimes become Network Builders.

Best Part; This builds over time as you Show-The-Plan. Key... NO PLANS, NO CUSTOMERS.

Win, win, Yes or Yes.