



## goDésana Opportunity call

October 12th

Call transcription

Why “winging it” when following up with someone when leaving a 1. voice mail or 2. texting, go hand in hand with 3. not following up at all, are by far the 3 strikes against you, “your out”, the biggest causes of loss of business for marketers.

### **DOING THE RIGHT THING IS USUALLY HARDER THAN DOING THE WRONG THING!**

Never Wing It with Voicemail Plus:

Hiding behind texting.

Not following up timely.

By far the biggest loss of business for marketers.

If you love to text, then you most likely do not know how much business you are losing hiding behind texting because you do not want to talk on phone, or are not confident, or you do not feel like you are selling, so you hide behind texting.

Of all the social media texting is the most, counter productive and enables you to become less efficient and your following up skills get worse and you take a loss in potential income. Personal stuff is different your time is all about you. Following up should be all about the person you are following up with and their agenda not yours of hiding behind texting.

Voicemail. It is a wonderful way of capturing messages when we are busy doing something where we just don't want to have to jump to answer the phone, isn't it? Before voicemail (and answering machines), we just missed out on information or opportunities.

For those of you who work your Green Organics/goDésana business, the advent of voicemail is both a blessing and a curse, isn't it? It allows us to leave important messages for our team members and potential new product users.

It allows you to keep in touch without actually investing a lot of time chatting with the Chatty Cathy's and Talkative Tom's of the world. And (the curse part) it allows the Evasive Ed's and Indecisive Ida's of the world to practice avoidance at the champion level.

Where most people run into challenges is when voicemail just doesn't seem to serve us all that well...

Why? You ask.

When we do not properly prepare to use it well. You may think I am nit picking, but truly believe that any little nuance of marketing that isn't analyzed and used to its highest value could be costing you new business.

Some people do not see how every contact is a sales presentation. Read that line again.

Hopefully you do not wing it when presenting your Green Organic/goDésana products or service, do you? Of course not. You' know the consequences! You spend more time preparing now because you know that preparation is 90% of your success. Right?

Then, why would you not invest a couple of minutes in preparing what you will say in case you have to leave a message when calling a GO member/client or potential client?

Having a plan and what benefits you will discuss with a customer first mind set and goal of a conversation with that client.

However, what is your goal when your "conversation" has to be one-sided because they do not pick up? What will you say to get them interested enough in speaking with you that they'll return your call, either meet you somewhere, or pick up the next time you call? And when will that be?

Do yourself a favor and set a customer first of benefits for them goal for every client contact and then prepare accordingly. Develop the questions you need to ask in order to get the answers you want. Be prepared for that one-sided conversation with the client's voicemail and you'll start having more two-sided conversations because you provided value or piqued their curiosity and suggested what they should do next rather than winging it with something like, "This is Bob Smith. I was hoping to talk with you. I'll call back another time." That's what winging it sounds like. Instead, ask them which benefits are more important to them? Alternatively, another question that will be about them.

The average NWM business loses 15% of their down-line on an annual basis. It's safe to assume that some members move away or sadly, pass away. If you sell to practitioners/businesses, some of them may close. However, many simply stop coming. That is because you have not established relationships with quality service for those individuals. The product user/ potential new product user feel no loyalty...no obligation to return. Making a habit of focusing on quality service, will consistently make you more long term revenue than selling.

With the cost of gaining new business time and energy, and money five times that of keeping current clients, it is wise to do all you can to keep those people coming back for more.

Even if your oils products utilization is 2-4 months before re-ordering, and people shouldn't need to replace it for that period, you still want to work on keeping those GO members loyal to you.

The reason: They will tell their friends, relatives and even strangers about what a great experience they had with you. They will be your biggest fans and provide free advertising for you with their testimonials and recommendations.

**Sending Thank You Notes:**

Ok, know what you are thinking. Let me guess!

“You have got to be kidding John, thank you’ are for gifts

Traditions like thank you notes never go out of style and make an impression your competition is to lazy to do.

### **Hand written notes vs. sending a line of thanks on e-mail.**

This concept is ambiguous in today’s marketplace because so much of our communication is now delivered in electronic format.

Internet based communications have a lot of pros – they’re Green, aka easy on our environment, etc., but yet, electronic media still feels a bit impersonal, don’t you think?

Making an impression on a potential new goDésana product consultant with a hand written thank you notes, to goDésana product users predict you will be continually astonished by their reactions. Some will be so surprised we still know how to put pen to paper and lick a stamp! Many recipients will act as if you are the only soul alive who ever sent them a card, or worse, they haven’t received one since the 1980’s, and treat it as some bit of cherished nostalgia. It’s a sad statement, really. People should expect more from service professionals.

For that reason, I cannot overemphasize the value of the handwritten thank you note. It’s more important than ever, because so few people do it anymore. Don’t you want to be different, stand out in your business?

Sales pros who take time to stand out in today’s crowded marketplace are sure to see that effort impact their bottom line. Thank You notes are the easiest way I know to be seen.

Invest more time attending to the needs of your smaller down line members. They will appreciate the added attention. You might also find new avenues to sales through increased business with them. Even better, they may provide you with someone they know have a problem you could solve, to other potential clients that allows you to cut your prospecting time. A warm recommendation is better than a cold call any day. -

### **Having an Attitude of Gratitude**

Because I understood that building relationships is what selling is all about, I began early in my career to send thank you notes to people. In fact, I set a goal to send ten thank you notes every day. That goal meant that I had to meet and get the contact information for at least ten people every day. I sent thank you notes to people I met briefly, people I provided a service to, people I talked with on the telephone, and people I actually helped to find their dream, I became a thank you note fool.

And guess what happened?

By the end of my third year in business, (condominium contractor and apartment conversions in Houston, just a short distance from where our own Bea lives) my business was 98% by recommending!

The people I had expressed gratitude to were happy to send me new clients as a reward for making them feel appreciated and important.

## **How to Express Appreciation**

Understand you may not be comfortable at first with starting the Thank You note habit. The trick is to keep the notes short and simple. A thank you note is not a dissertation.

To help you get started (aka eliminate any excuses) I invested time writing out ten situations in which sending a Thank You note is appropriate. Then, to help you even more, I drafted the notes for you. Use my words until writing thank you notes becomes so natural to you that you can dash one off in less than a minute.

1. Telephone contact Thank you for talking with me. In today's business world, time is precious. You can rest assured that I will always be respectful of the time you invest as we discuss the possibility of Green Organics/goDésana serving your needs.
2. In Person Contact Thank you. It was a pleasure meeting you, and my thank you is for the time we shared. We have been fortunate to serve many happy Green Organic-goDésana clients, and it is my wish to some day be able to serve you.
3. After WBA Demonstration or Presentation Thank you for giving me the opportunity to help you feel the experience and benefits of our oils, discuss your upcoming needs with you. We would be honored to serve your needs now and into the future. We believe that quality, blended with excellent service, is the foundation for a successful business.
4. After Purchase Thank you for giving me the opportunity to offer you our finest products... We are confident that you will be happy with your \_\_\_\_\_. My goal is now to offer excellent follow-up service so you will have no reservations about recommending others that we can help solve their problems, which have similar needs as yours.
5. For a Referral Thank you for your kind recommendation of John and Mary Smith. You may rest assured that anyone you recommend will receive the highest degree of professional service possible.
6. After Final Refusal. Thank you for taking your time to consider letting me serve you. It is with sincere regret that I was currently unable to assist you. However, if you need further information or have any questions, please feel free to call. I will be happy to keep you posted on new developments and changes that may benefit you.
7. After, They Buy From Someone Else Thank you for taking your time to consider our product and service. I regret being unable, at this time, to prove to you the benefits we have to offer at Green Organics/goDésana. Will keep in touch with the hope that in the years ahead we will be able to do business.
8. After They Buy From Someone Else, But Offer to Give You Recommendations Thank you for your gracious offer of giving me recommendations. As we discussed, enclosing three of my business cards. Thanking you in advance for placing them in the hands of three of your friends, acquaintances, or relatives that I might serve. Will keep in touch and be willing to render my services as needed.

9. To Anyone Who Gives You Service Thank you. It is gratifying to meet someone dedicated to doing a good job. Your efforts are sincerely appreciated. If my company or I can serve you in any way, please do not hesitate to call.

10. Anniversary Thank You Thank you.(of how long they have been you customer) It is with warm regards that I send this note to say hello and again, thanks for your past patronage. Please call me with any questions you have about your \_\_\_\_\_ or the latest advancements in our products...

Personally, believe the hand-written note, posted in the mail is the most powerful. However, if that truly does not work for you, it is better to send the message via email than not at all. Ideally, you will get the note off within 24 hours of meeting with the people.

The power of expressed gratitude is immense. Now that you have this, why wouldn't you put this tool to work for you today and experience the difference in your business.