



Get & Retain Customers

EDUCATING

To get a customer or make a sale, we need to educate them.

Our concerns:

Are we annoying them?

Are we contacting them at the right time?

THE NUMBERS

It's easier to keep selling and riding that wave.

48% of sales people never follow up with a prospect.

Only 25% of sales people make a second contact with a prospect.

Only 12% of sales people make a third contact with a prospect.

OFFERING

If you offer someone a cup of coffee and they say "No", does that mean you never offer them a cup of coffee again?

If you keep offering, eventually they will say "Yes".

If you don't offer, maybe you're not a good host.

Offering Eniva products just requires a change of the dial of your mind.

You are offering and sharing – not selling.

Making multiple contacts is important in network marketing.

MORE NUMBERS

Only 2% of sales are made the first time you meet somebody.

3% of sales are made the second time a person is contacted.

5% of sales are made the third time a person is contacted.

80% of sales are made between the 5th and 12th times a person is contacted.

SALES

Asking for a sale is not asking them to buy. It's getting them to say yes to the questions you ask.

“Would you like some free samples of Vibe?”

“Are you interested in advanced nutrition for your health?”

Some people are retescent to buy at first because they don't have all the information they need yet.

When you make a contact with a person, 68% of those prospects will stop doing business with you for one reason: They become indifferent to the product and to you because you have become indifferent to them - you left them alone.

CONTACTS

Keep involved with people in some way.

The quality of the contact is important.

Give them interesting educational information and material.

At Eniva, we genuinely want people's health and wellness.

We need to keep in contact with people on a personal level and not at the end of the month.