

Customer Service Practice (CSP): Summary

It's always exciting to find a new customer. Someone ready to transform their health. The better your customer service, the greater your gain – professionally and financially.

There are many benefits to giving quality customer service.

First: It's just the right thing to do.



“People buy **YOU** as much as they buy Purium.”

You will play a key role in their ultimate success, satisfaction, and loyalty. From a professional perspective, good customer service can result in retention, upselling, referrals and upgrades. With those goals in mind, Purium recommends you follow this simple and proven Customer Service Practice.

It includes five brief calls scheduled during their first 30 days on the products.

These brief calls are scheduled for days 1, 3, 10, 15, 30. These are friendly, brief, specific calls. Plan on 5 - 10 minutes per call. Stay on topic. Don't get distracted. Value their time. Value your time.

The focus of each brief call is to help your customer get started, meet them where they're at, encourage them to stay consistent, share stories, and assure them you're available to support their transformation.

NOTE: The following is a training summary to highlight the flow of this practice. When working with individual customers, we recommend you use the Customer Service Practice Worksheet. It's been created for simplified follow-up. Boards < Next Steps < Customer Service Practice.

We've provided some example Voice messages for setting up the calls.

Day 1: Let's get Started!

Example of Day 1 Voice Message: *Hi <name>. Just checking in. Thanks again for your order. I'm excited to help you with your health goals. Remember when you ordered, we talked about the importance of having some quick support calls together. Let's schedule our first one. I want to briefly review a few things and make this easy and fun for you! I know you're excited to get started! What time works for you later today?*

Day 1: Tips

Verify your customer has received their products, and taken them out of the box prior to your first call. A simple text will do.

- Thank them for being a customer and share your enthusiasm for their upcoming transformation.
- Review the program instructions and advise them to start that day.
- Remind them to weigh, measure, and take before photos - and send that information to you.
- Assure them this information will be confidential unless they give permission to share.
- Share a fresh product result story. For example, if they're starting on the ULT, share a ULT story.
- Invite them to plug into your Facebook support group.
- Confirm their maintenance program (Smart Order) was set up during enrollment.
- Be encouraging and let them know you're only a call away if they need you.
- Be sure to schedule the future calls for Days 3, 10, 15, 30 with your Customer.
- Post the date for the Day 3 call on the designated line below. Make a note in your calendar too.

Day 3: Getting into a Rhythm

Example of Day 3 Voice Message Script: *"Hey <name>. We agreed to quickly chat today. After 3 days, my customers usually have a few questions - and I want to give you the answers! And if there's anything special you want to share, I want to hear it. Today is a quick call. Remember, I want you to get the best results. When can we connect?"*

Day 3: Tips

- This is a simple check-in call to confirm they're taking the products as directed.
- How are they feeling? What have they been eating?
How much water have they been drinking?
- Answer any questions they may have.
- Share another product story.
- Be encouraging and let them know you're only a call away if they need you.
- Confirm Day 10 with your customer and post the date on the designated line below. Make a note in your calendar too.



Day 10: Forming Habits

Example of Day 10 Voice Message Script: *"Hi <name>. Wow! Day 10 of your transformation. Great job! REMEMBER: Today is a day to weigh, measure and take another photo. Trust me on this one. You'll be super glad to have this info when you complete your program. Let's schedule another quick call. Like last time, I can answer any questions, offer more tips, and give you some fresh kudos! Talk to you soon."*

Day 10: Tips

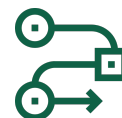
- Remind them today is a day to weigh, measure and take photos.
- What changes are they're noticing? Acknowledge their efforts.
- Who's noticing their results? Take notes of "who noticed" to circle back for referrals later.
- Are they having any struggles? Come up with solutions and share stories.
- If they haven't set up their Smart Order yet, walk them through the process today. Point out how a ULT is a 30-day supply, and their Smart Order will help them maintain or enhance their results.
- Confirm Day 15 with your customer and post the date on the designated line below. Make a note in your calendar too.

Day 15: Mid-month Milestone

Example of Day 15 Voice Message Script: *"Hi <name> Congrats!!!! You're half-way through your first month! Well done! I can't wait to hear your news. And I just bet people are starting to notice, right? Let's connect later today! You can fill me in. Ping me with a text and let me know when you have a few minutes. We'll make this brief and fun."*

Day 15: Tips

- This is a quick call to check in and celebrate! *"You're half-way through your first month!"*
- As they share their positive results, this is the perfect time to ask them about friends or family interested in transformation. (Think back to your call on Day 10 when they mentioned who was noticing their results). You can ask for referrals verbally or in a text.
- Use the Referral Language below (also found in the Official Purium Board under scripts).
- Confirm Day 30 with your customer and post the date on the designated line below. Make a note in your calendar too.



Referral Language

"Terry, I'm so happy you love your ULT! I've built my business on referrals (or "I'm building my business on referrals") If you're like most of my customers, I'm sure you have friends who would love the same results. Who do you know who's ready for a transformation?"

Move the referral forward

Ask your customer to create a text or email introduction and include you. This way, you will have the referral information and can follow-up immediately.

Example of an introduction note: *"Hi Jeanne. I hope all is well. Remember when you asked me how I'd lost this weight? I told you I'd connect you with the woman who introduced me to the program. Her name is <Sponsor's name> and she's played a big role in my success. I've included her on this email. She can definitely help you! :o). You two take it from here. Wishing you the same great results! Leslie".*

Training Note: When your customers are experiencing positive results with the Purium products, and they're happy with your customer service, they'll usually give you referrals when asked. That's the key! People give because you ask. Learning to ask for referrals is a proven way to generate new business.

Day 30: On the way to Transformation

Example of Day 30 Voice Message Script: *"Hi <name> You should be super proud of yourself! Day 30 of your transformation. I can't wait to hear your results! Hey! Don't forget: Today is another day to weigh, measure and take a photo. It's your 30-day reveal! You're going to be so excited when you see how far you've come! When can we connect today? I want to review your maintenance program. Let's keep your transformation going! I can't wait to hear from you."*

Day 30: Tips

- By now, your customer is in a rhythm with their program and looking forward to continued success.
 - Celebrate this first milestone!
 - Remind them today is a day to weigh, measure and take photos. Celebrate their results!
 - Reinforce the many benefits of having a Smart Order on file.
 - Ask if they're interested in including any additional products. (Share stories)
 - Instruct them on how to use iShop and to customize their future orders.
 - Share the Three & Free program and loyalty pricing.
 - Ask them to post their positive stories on their personal page and tag you – or their Sponsor
- Follow the Widen Your Reach Customer Referral instruction on boards under corporate support business promotions / WYR referrals.

Mention the popularity of Purium and how excited you are to support them on their transformation to optimal health - and perhaps there are other ways you can support them.

Training Note: Talk to your Sponsor about each customer and decide together the best way to qualify their possible interest in the business. You can use the following line to pique interest:

“Jeannie, I’m so happy to see your results! It’s happy customers like you that are driving my business!”

Be enthusiastic! It's contagious. If they love the products - and they trust you for giving good customer service - they will usually choose to support you by giving referrals and/or upgrading to join you in business.

After 30 Days: Stay Connected!

Contact your customers once a month to reinforce the relationship, share stories, invite to local or virtual events, and share new products.

There are many ways to communicate with your customers:

- FB customer page, using Boards scripts on your phone, individual reach-outs, Voice Message, Video, Text, PM and phone.

You worked hard to find your customers, and we know you're committed to their long-term success on the products. This simple call schedule, combined with encouraging texts, will support your growing customer volume, lead you to new Brand Partners, and help create long-term, ongoing business.