

2023

RANK UP BOOT
CAMP

SPONSORED BY  TOTAL LIFE CHANGES®

CUSTOMER ACQUISITION & RETENTION

DAY TWO OVERVIEW

DAY TWO

CUSTOMER TYPES

SAMPLE PROSPECTS

TRIAL CUSTOMERS

OFFLINE CUSTOMERS

ONLINE CUSTOMERS



CONVERTING SAMPLE PROSPECTS

FOLLOW UP

SAMPLE PROSPECTS

- Refer to your notes from your sample prospect's worksheet/notebook and follow up
- Find out what they loved about the product sample and discuss options for them to make a purchase



TRIAL CUSTOMERS

Retailing Product in Smaller Quantities

TRIAL CUSTOMERS



- Provide flexibility: a customer is anyone that pays you for product(s)
- One-day, two-day and one-week supply of products provide "safer" options for some customers



OFFLINE CUSTOMERS

Product On Hand

OFFLINE CUSTOMERS

They are ready now!

- Use Cash App, Zelle, PayPal, Venmo, or cash on the spot.
- Offer SmartShip for additional savings next time.



ONLINE CUSTOMERS

Customer Sales Through Your Shop Website

BENEFITS OF ONLINE SALES

DROP SHIPPING

SMART SHIP SAVINGS FOR ONLINE CUSTOMERS

30-DAY MONEY BACK GUARANTEE

5 brand-new customers that use an LC's unique shop link in their first 30 days receives a minimum of \$100 in retail commissions PLUS two additional bonuses:

1. One-time **\$50 G5 Fast Start**
2. Monthly **\$50 G5 Challenge Bonus**

G5 Unlimited Challenge (every month)

\$50 G5 Bonus for every 5 brand-new customers that purchase a \$54.95 or more product from a unique Life Changer shop link



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New Retailer Packs

Investing In Your Business

x50



Invest \$400
Sell 50 Trials x
\$20 = \$1,000

Profit \$600

x5



Invest \$250
Sell 150 Trials x
\$3 = \$450

Profit \$200

x5



Invest \$350
Sell 5 Kits x
\$100 = \$500

Profit \$150

x5



Invest \$225
Sell 75 Trials x
\$5 = \$375

Profit \$150

LEVERAGING EXISTING CUSTOMERS

How to Get Referrals

Customer Acquisition & Retention Strategies

The Importance of Keeping Your Customers

GETTING REFERRALS

How to ask for and get referrals from existing customers:

Go back and follow up with your existing customers

- New Sample Prospects
- Trial Customers (one-day, two-day, and one-week supply of products)
- Offline Customers (one-month supply, product-on-hand customers)
- Online Customers (purchases from your shop site)

KEEP YOUR CUSTOMERS HAPPY

- Your biggest product advocates
- Get to know your customers
- Sounding board for you & your business
- Potential product testimony

CUSTOMER ACQUISITION & RETENTION



Guest Speaker
Omoni Oboli

DAY TWO RECAP

Customer Types & Retention

- Sample Prospects
- Trial Customers
- Offline Customers
- Online Customers

How to Get Referrals

- Using referrals from your sample prospects and existing customers
- Leveraging Retailer Packs

Benefits of Online Sales

1. Savings with SmartShip
2. 30-Day Guarantee
3. No need for inventory
4. \$50 G5 Bonuses

DAY TWO HOMEWORK

GO BACK TO YOUR WARM MARKET LIST



WHO

Who are the 10 prospects that you are going to reach out to?



WHAT

What products are you going to share with them?



WHEN

When are you going to share the sample?



WHERE

Where are you going to offer them the sample? (Online or Offline)



WHY

Why did you recommend a particular product for each person on your list?



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SPECIAL ANNOUNCEMENT

Take an additional **25% OFF** Retailer Packs



*Offer available only to Life Changers who have registered for 2023 Rank Up Boot Camp. Offer valid from December 27, 2022, until December 30, 2022, or while supplies last. No additional purchase necessary.

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