

B) HOW to BUILD YOUR BUSINESS YOUR 'CUSTOMER BASE'

YOUR DIRECT ONLINE STORE: www._____.acndirect.com
USE THE SCRIPT BELOW FOR CALLING POTENTIAL CUSTOMERS ...

ACN Customer Service
1300 881 778

★ **SUCCESS TIP:** **FAVOUR - HELP - TRY:** These WORDS are VERY important and must be included.

📞 **CALL THE PERSON** (Say "Hello" ie: "Hi its (YOUR NAME) calling, how are you?" Then **straight to** one of the scripts below)

YOU: Hi, it's _____, do you have a second to talk? (Pause)

I'm calling because I need a **HUGE FAVOUR**. Or I need your **HELP**. (Pause)

I just started a new business and the reason why is _____

If I could offer you the same or a better choice for one of the telecom or energy services, would you do me a favour, give my services a **TRY** and be one of my customers please?

By becoming my (telecommunications) customer and paying your bills each month, not only will you be supporting me but you will also be helping ACN and the Food Bank feed Australian children and families in need

It would mean a lot to me.

★ **SUCCESS TIP:** If you are **NEW** or want to check your recommendations for your customer :
phone your coach FIRST and discuss, before getting back to your potential customer

1. If you cannot put them in a better position or they are on a contract, ask them if you can come back to them at a later date when they are out of contract or our plans become more competitive (make a note in your schedule).
2. Thank your customer again for their support (close off with your reason **WHY**) and also let them know that you will make contact in 30 days to make sure they were satisfied with the sign up process and first invoice (first invoice is always the highest - a lot of bills are prorated - meaning: you pay for the portion left of the existing month, and the next month ahead on one invoice).
3. Send your customer a 'Thank You' card 6 days after you've acquired them, make sure it is hand-written.
4. Look after your customers, remember them at birthdays, Christmas, and anniversaries, etc.