

# Customer Acquisition

## #1 -The Plan

**A.** Plan to make 3-5 calls a night, to get 1 completed survey.

Personally, I allot an amount of time (*60-90 minutes*), if I get a survey done in the first 5 minutes, I keep calling until my time is up. Doing "just enough" is for employees.

**B.** Have a place to call set up in advance. It must be quiet, free of distractions, and have all of your resources at hand.

If you can't go home without getting into the TV, then either stop at the library/coffee shop and make your calls before you get home (*I recommend this*), or put the TV and movies in storage until you get your 50 points.

**C.** Set small personal goals/challenges/rewards. For each new customer you get an ice cream cone, or an hour of your favorite TV show, a Venti-hazelnut-no-fat-whatever... just something to look forward to, and take pride in. Get it, savor, it, then get back on the phone.

**D.** Share your specific goals, and deadlines with a accountability partner. One that will kick your butt twice as often as they pat your hand.

## **Customer Acquisition**

### **Facebook/Twitter/Google+/Social Media**

- ~ Establish new relationships
- ~ Re-establish old relationships
  - ~ Maintain communication
  - ~ Gather contact information
  - ~ Watch for opportunities
  - ~ Broadcast your expertise
- ~ GIVE

**NO PIQUING BY EMAIL OR FACEBOOK.** It's a waste of time, it hurts your online credibility, it will NOT get you points. It doesn't work. Believe me, I know!

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## #2 - The Call

1. FB/email/call for okay to fill out survey, and when would be a good time.

*If not immediate, set up a time, and:*

2. Text before calling (2x if necessary)

3. Call with survey in hand, from a call-friendly environment.

a. Fill out survey completely, especially address and home phone

b. Ask about favorite channels (*if applicable*)

c. Set up quote-time, in person if at all possible

4. Fill out the survey. If they're unsure as to specific numbers, get their best estimate. At the end of the call, set up a time within the **next 24-48 hours** to confirm those numbers.

a. Be sure to get full physical address and home phone number

b. For internet - what do you go online for (*email, surfing, shopping, movies, gaming*)

c. For TV - what channels can't you live without (*allows you to find the best price*)

5. Thank them for their time. Confirm a time later that week (within 48 hours, if possible) to review your quote. Maybe offer to buy them a coffee at their favorite coffee shop when you meet.

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### #3 - Research

6. Go home and create a quote – NEVER work up a quote with the customer looking over your shoulder. It'll make you nervous, and invite unwanted *expertise* from them.

- ~ Cell phones - I always give a quote for one level up and down of their current minutes, texting, etc. Under-promise & over-deliver.
- ~ TV - Always quote BOTH DirecTV and Dish (unless they are already customers of one) and give package options.
- ~ If their cell phones are under contract, put a reminder in your planner 90, 60 & 30 days before their contract ends. You want to beat the provider's "sweetheart deals."

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### #4 – The Quote

7. Meet them to go over the quote. Do NOT meet unless you are prepared to sign them up for services.
  - The ability to get online
  - Sufficient time
  - Your IBO ID
  - A charged cell phone (*and numbers*) in case you have to call in
  
8. I suggest dressing at least business casual, even with folks you know. I also recommend have a product notebook that both of you can refer to, with color print-outs of the back-office flyers.

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### #5 – Follow-Up

9. Within 24 hours, mail the new customer a hand-written *Thank You* card with a \$5-\$10 gift card enclosed, depending on the number of services, for Starbucks, Dutch Bros, or Jamba Juice (*their preference*).

Put a note in your planner to send a second card and GC on their 1yr anniversary.

10. Check back every six months for potential new service needs.

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## #6 – Top Tier Services

<u>Product/Service</u>	<u>Points</u>	<u>Commissionable</u>	<u>Duration</u>
Digital Phone Service w/Video Phone	2 Points	100%	Life of Customer
Digital Phone Service w/Phone Adapter	2 Points	100%	Life of Customer
Digital Phone Service Family Plan	1 Point	100%	Life of Customer
Local and Long Distance	2 Points	100%	Life of Customer
Long Distance	1 Point	100%	Life of Customer
Mobile World U.S. & Canada	1 Point	100%	Life of Customer
DigitalTalk Commercial Phone Service	2-4 lines = 3pt	100%	Life of Customer
	10+ lines = 5pt	100%	Life of Customer
Energy – Natural Gas or Electricity	1 Point each	50%**	Life of Customer
Computer Support (Res or Business)	1 Point	100%	Life of Customer

Cell phones, sat tv, home security, etc...all good services to provide when convenient, but the above services should be TARGETED.

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### #7 – Mindset

**“The Biggest hindrance to customer acquisition, team building, or just about anything...is fear. People with a low tolerance for risk, whose behavior is guided by fear, have a low propensity for success.”**

– Keith Ferrazzi, *Never Eat Alone*.

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***Both fear and faith require you to believe in something that has not yet happened. The only difference is - are you are believing for something positive or something negative?***

– George Zalucki