



## Developing and Retaining Preferred Client Relationships

Preferred Client retention is all about follow-up. Staying connected and adding value to your Clients' experience with Arbonne is critical to successfully growing your business and your team.

Follow these tips and utilize these Sales Success Tools to help you ensure your follow-up focuses on developing and retaining your Preferred Clients throughout their journey with Arbonne.

### Success Tools to Help Build & Retain Your PC Business



- Activity: Share & Ask**
  - Events (In-Person & Virtual)
  - One on One
  - Product Drops & Samples
  - Direct Ask: 30 Day Program
- Enroll with 150+ Order**
  - Current Preferred Client Free Gift List
  - Preferred Clients Benefit at a Glance
- Monthly**
  - Follow-Up Builds Client Engagement
  - Preferred Client Renewal and Rewards Report: update clients of Rewards earned & expiration
  - Connect Authentically & Personally
  - Connect on Social Media for Personal Connection & Business Building Success
- Long-Term and Beyond**
  - Convert Preferred Clients to Independent Consultants
  - Preferred Client Renewal and Rewards Report: inform clients of upcoming Renewal due & specials available upon Renewal date

### 2-2-2 Preferred Client Follow Up Plan

- **2 Days:** Text/Call to thank for order, update on shipping expected date/received order, and ask for accountability partner if doing 30 Day
- **2 Weeks:** Check in to see how they're liking, ready to re-order, inform of rewards (free gift & free shipping), ask for referral/hosting.
- **2 Months:** Check in for reorder (expiring Rewards), ask for referral/hosting.