

The Two MOST Important Things to Remember

1. In order to be successful in network marketing, you must HAVE A FOLLOW-UP SYSTEM.

2. Your typical customer will need 5-6 exposures to your product before they are ready to make a decision to buy, sign-up, or commit in any monetary or long-term way.

Follow-Up Feature in the iTOVi App: The iTOVi app will remind your contacts that it is time for their next scan after 21 days of no scans! You can work this 21-day window into your follow-up system and reap the benefits!

Exposure: When a contact has some kind of experience with the product or the idea of the product. Instances of exposure can include getting a scan, reviewing one's scan, videos, pdfs, articles, classes, webinars, learning from an expert, etc.

Follow up: What YOU do in order to facilitate your contact experiencing exposure to your product. Follow-ups can take many forms, but each one should prompt your contact to think about their last exposure and propel them towards their next one.

Best Practices for EVERY Follow-up

- Vary your approach! Don't always text, or always call, or always meet in person. Mix things up to suit your contact's needs and keep things interesting!
- Always set an appointment with a specific day and time! Even for a text or phone call.
- Keep it short and effective.
- Ask for their feedback/experience from their last exposure.
- It's best if THEY talk more than you do.
- When following up on a specific exposure, ask "yes or no" questions. "Did you get the chance to download the iTOVi App/look through your scan report/read through what I sent you/etc?"
- Then ask open-ended questions. "So what did you like about the scan report?"
- If they haven't followed through on the last thing you invited them to do, ask them **when** they think they'll be able to. "Oh? You haven't downloaded the iTOVi App/watched the video/tried the lavender oil sample yet? When do you think you'll be able to do that?"
- Always set up a specific time for the next exposure/follow-up before you part ways. Every exposure should lead into the next one: a scan appointment, a follow-up text, etc.

4 Different Ways to Follow-Up and get your 5-6 Exposures In!



1. In-person Follow-up



2. Phone Calls



3. Texts



4. Email



1. Keeping it short and sweet is especially important for in-person interactions.
2. Keep it casual and friendly.

Rules for Giving Out Samples

Hand out samples strategically, because doing it willy-nilly gets really expensive really fast and doesn't bring returns. If you find a good candidate for a sample, instruct them to use the whole sample within a certain time (i.e. two weeks) and arrange a specific follow-up with them.

"This free sample is for you. But I'd like to get my bottle back, wash it out, and reuse it when you're done. Could I pick it up from you in two weeks? I'll get your feedback on your experience with it then."

"This product is the best! Here, take this sample—I won't need the bottle back for another two weeks, so use it up within the next two weeks and then I can pick it up from you. Does [insert date] work okay?"

**Any other follow-ups you do, before you pick up your bottle, can focus on educating them on how to best use and benefit from their sample!*



2. Phone Calls

Making sure to encourage your contact to TALK more than you do is especially important for phone calls.

** Phone calls are a great opportunity to briefly bring in an expert, boosting your ethos and educating your contact at the same time.*

“Hey Jane! How’s it going? Were you able to download the app/read that article/try the sample I gave you?... Awesome! What did you like about it?... Oh, that reminds me! I have a video/pdf/other resource that I think you’d find useful/interesting. If I send it to you, when you do think you’d have a chance to look it over?... Could I call you on Friday to ask how you liked it?”

“Hey Jon! How’s it going? Great news! I have a friend who’s been doing iTOVi scans/training others on how to use clove oil/ [insert qualification] for years. She knows way more than I do. And she said she’d be willing to hop onto our call and give us some expert pointers. Is it okay if I bring her on now?”



3. Texts

1. Texts are good for following up on specific, yes-or-no invitations (download the app, try the product, etc), asking for a bit of feedback, and setting up your next follow-up.

2. Try to gauge how comfortable your contact is with texting, so you know how much or how little to rely on this method.

Hey Mary! Did you get a chance to [insert last invitation]?

Yes

Awesome! What did you like about [exposure experience]?

...

Cool, huh? That reminds me, I have [insert set up for next exposure] that I think you’d like/find useful. If I send you the info, do you think you’d be able to [complete invitation]?

Hey Mary! Did you get a chance to [insert last invitation]?

No

When will you be able to [complete invitation]?

...

Is it okay if I touch base with you [insert time] to get your feedback on it?



4. Email

In emails, putting your **personality** into it is important. Nobody keeps reading—let alone responds to—a bland email.

And since emails often get responses much slower than other forms of follow-up, try to “prep” your contact to engage fully with you during your next follow-up —“As soon as you’re done [completing invitation], make sure to jot down your thoughts before you forget them. That way, when we talk, you’ll be able to remember what stood out to you!”