

Team
Serendipity
"in omnia paratus"

The Art of Customer Care

Access the accompanying training video here:

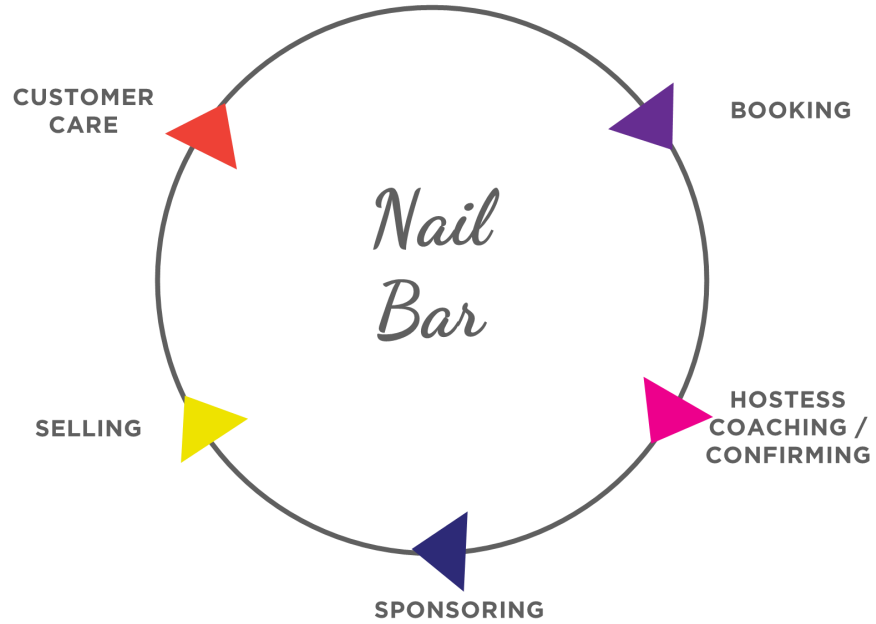
<http://directsalesinstitute.com/TeamSerendipity>

Username: teamserendipity Password: bestteamever

Not a part of Team Serendipity? Contact DSI to arrange a training for your team.



MARKETING



MENTORING

Why Customer Care

Creates a Relationship

Begins the Business Cycle Anew

Lets them Know You Care



Customer Care

Show Me the Money

90 CC calls=

3 a day

30 customer orders

X \$40 reorder

EXTRA \$1200 in sales per month

EXTRA \$14,400 a year

\$13.33 in sales per call

Customer Care Starts at the Sales

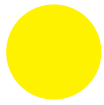
Data Capture

Paperwork

Notes

Tickle

Send a Thank You

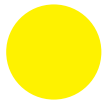


$$2 + 2 + 2$$

2 Days

2 Weeks

2 Months



Customer Care

Layer Contact Methods

Follow Up Opportunities

Final Thoughts

Customer Follow Up Sheet

Name:		Date:	
Phone Number:		Street Address:	
Email:		City/ST/Zip:	
Source:			

About Her

Birthday		Favorites:	
Anniversary			
Children			

Date: Notes:

	2 Days
	2 Weeks
	2 months