

CUSTOMER ACQUISITION PROCESS

Personal Customers

This is the core of your ACN Business! No Bonuses (Customer Acquisition Bonuses CAB's) or Residuals are paid unless you have a minimum number of Personal Customers. Why settle for less than 10% residual income on your Personal Customers? To acquire 60+ Points (on average just 30 Services) is simply a decision with some follow through and personal commitment. **60+ Personal Points is critical as it sets the right example for your Team and you only need to reach this goal once and maintain it for your entire ACN career.**

URGENCY

+

EXCITEMENT

=

OUTSTANDING RESULTS

Psychology

If you approach your friends, family and associates like a salesperson, they will treat you like one. If you approach them like a friend asking for a favour and to help you out, they will more readily participate in a simple Customer Survey.

To be successful you need to understand and apply what works the majority of the time... for the majority of the people! If you try to win only on rates, you are likely to lose on rates. If you 'lean' on the relationship, you win on relationship and are more likely to maintain a long-term Customer. Don't under estimate the added 'emotional' value of Foodbank and Dreamlab.

The average Customer is not technical. So keep it simple. If you confuse your potential Customers, they will do nothing. If you stick to the script and rely on relationships, you can expect a large percentage of the people you know will agree to try your service. The emotional 'hook' of Foodbank, Dreamlab, plus the other charitable organisations ACN supports is a powerful complement when acquiring Customers.

Asking for Referrals

This is key to huge success with obtaining and retaining Personal Customers. As soon as you complete the Customer online process with your new Customer - it's time to ask for referrals. If you don't ask, it's a definite no! Add in how they can help so many others by using details from the Foodbank fact sheet when asking for referrals.

Creating Customer Loyalty helps protect against the "win-back".

1. Let them know how their support really means a lot to you and your Foodbank/Dreamlab Mission.
2. Send every new Customer a handwritten thankyou card immediately they become your Customer. Also if applicable, send a thankyou note to the Referee if your new Customer is a referral. You may also consider enclosing a quality print of the FoodBank/Dreamlab fact sheet. Always include the attached "Information For New Valued Customer".
3. Immediately do a Customer Birthday Card and put in envelope. Mark their birthdate on the envelope where the stamp goes, this makes it simple to be organised and send out cards in good time.
4. Vital to closely monitor your PCL (Personal Customer List) in your Back Office. If your Customer does not connect for any reason it will be purged from ACN's system and you will not get paid! Check daily until your new Customer is connected. If they do not show 'active' within 2 – 3 (business days) call IBO Support to investigate. Do not hesitate to enlist the additional help of your immediate Team Leader or your RVP who has access to the special RVP hotline.

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5. Enter the date in your diary for a courtesy Customer follow-up call in approximately 10 - 15 days. You can also follow up this call with a further 'Customer Appreciation' letter and Referral Sheet. It is important to call your Customer about the time their first bill is due to see that they are happy and understand it completely.
6. Enter your new Customer into your file system. Call monthly for first 3 months, then approx every 3 – 4 months.
7. Assure them that if they have any questions to immediately call you, as you are happy to serve them as their 'personal account manager,' and as such their first point of contact for all their essential services.
8. For ultimate Customer Service become authorised/nominated person on your Customers accounts. With Vodafone you will need their 4 digit PIN.

Most important
to let your
Customers
know...

- Their first bill is not an accurate guide, as it will generally contain pro-rata charges in advance, not applicable to Vodafone.

- To expect a Win-Back call from their previous provider (especially aggressive with Energy) offering all sorts of interesting deals to get them back. Question why they waited until you left and didn't give you the best deal while they had you? Tell them to simply say... *"You are helping a friend and are very happy, thanks"...* and **HANG UP!**

- Type in YOUR details, hand-sign and then include the attached 'New Customer Document' when you send out your *personalised handwritten* Thankyou Card to your new Customer.

IMPORTANT
...YOU are
ACN!

It is in YOUR control to be the difference between average and great service. If you follow through with each step of the above process and ensure your Customers are efficiently connected and informed, you will have long-term happy Customers.

To provide 'platinum standard' Customer service, do become authorised on your Customer's accounts as soon as possible. A secondary contact can attend to most aspects of your Customer's account.

Always follow through with any commitments you have made to your Customer, tell the truth and make your Customers feel important.

CUSTOMER ACQUISITION SCRIPT

Key Ingredients

You need to know how to clearly state your REASON WHY from the heart. Also basic Foodbank facts, and other charities.

Language

Usual Greeting then...

“Can You Do Me a Huge Personal Favour?”

“I’ve started a business along side (insert what you currently do) helping people shrink their everyday bills.

“I’m doing this because ... (share your WHY, from your heart)

“What is so special to me, is every time we pay one of our bills, it’s feeding children and helping families right here in Australia that are doing it tough. Did you know...(share charity stats)?

“I’m working on a promotion today. I’m almost there, I just need is to get a few more customers by tonight!”

“So what I wanted to ask is, can you do me a HUGE personal favour and help me out by doing a 2-minute survey? It would mean the world to me!”

Execution

IBO asks the questions and fills out the survey, either in person or over the phone!

“Well, It looks like we could definitely help you. I’ll look it over with my mentor/team leader and give you a call back on... (book a time) within 24-48 hours”

IMPORTANT: Even if you can see that you can immediately put them in a better position with their bills resist the urge to *‘jump right in’*. Don’t ‘sell’ act like a professional and get back as promised.

Follow Up

“Well, I can certainly show you how to shrink your bills. However, I could also show you how to turn those bills into income.

Which would help you more right now?... Both?”... Opens the door for a 1–10

Remember

1. Favour
2. Strong Honest Why
3. Urgency / Deadline
4. Enthusiasm*

I Am Sold Myself

INFORMATION FOR NEW VALUED CUSTOMER

Win Back Call

Your previous provider is certain to call you in the next few days. They may even attempt to lure you back by offering some 'special' deal and have you commit to a fixed time period contract of some sort. We recommend you simply let them know "you are helping a friend and are happy thankyou"... and hang up the phone.

Question... Why do they wait until you have left to offer you their best deal? ACN gives you our best offer right away.



Unwanted Telemarketers

You can eliminate many of these nuisance telemarketing calls that always seem to come at most inappropriate times. There is an organization called ADMA who can help you in this area. Simply call them on 1300 792 958. They will advise you of the simple procedure to action your request. You can also do this online by going to: www.donotcall.gov.au



Keeping Track Of Your Accounts

ACN and associated providers have made it very convenient to pay your accounts by Direct Debit. You can also monitor your Account online and check on past invoices, plus make certain changes to your service. For your ACN account simply go to: <https://myaccount.acnpacific.com.au>



Online Storefront 24/7 Service

Visit my Personal Online storefront where you can view and/or order products and services that ACN offers. Do feel free to on-forward this link to any Global contacts you may also have as they can view the services applicable to their country. Please check it out at:



At Your Service

Please do not hesitate to call me at anytime, as I am prepared to become your 'Personal Account Manager' and can even deal with 3rd party providers on your behalf.

My best contact details are:-

Phone:

Email:

Website:

Once again, thanks for your loyalty, we truly do appreciate your support.
Best Regards