

# CUSTOMER ACQUISITION

## Personal Customers

This is the core of your ACN Business! No Bonuses or Residuals are paid without the acquisition of Personal Customers. You do not earn TCAB's unless you have a minimum number of Personal Customers. The methodology in this document will enable you and your Team to acquire initial Customers, plus Referrals and more importantly help you retain those accounts.

**URGENCY + EXCITEMENT = OUTSTANDING RESULTS**

## Personal Customer Goals

5 Customer Points in first 24 - 72 hours – These Customers are needed to qualify as QTT.  
14 Customer Points within 7 -14 days - These Customers are necessary to qualify as ETL.  
50 Customer Points 30 - 60 days 50 Customer Points are needed to qualify for 10% Residuals on Personal Customers. Don't forget to use the referral system. To acquire 50 is simply a decision with some follow through commitment. 50 Personal Customers is critical as it sets an excellent precedent for your Team and your only need to do once in your entire ACN career.

## 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, they will more readily check out your Online Store and try your service to help you out with your business.

To be successful you need to understand and apply what **works** the **majority of the time** for the **majority of the people**. If you win 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.

The average Customer is not technical and in many cases doesn't know their current rates. 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 should see a large percentage of the people you know agree to try your service.

## Customer Script...

You may wish to personalise yours slightly, but it is **MOST** important that you develop your Customer script as per the proven samples in 'Launching Your Business' document to have prospective Customer visit your Online Store and also the Script for use with the Customer Survey Form. Both can be found at: [www.winnersworld.com/downloads](http://www.winnersworld.com/downloads)

**MOST IMPORTANT:** Do not use the words "change" or "switch", use the word "try" as per the proven scripts. Everyone you approach will fall into one of three categories:

### Red Apples

Approx 20% are positive, easygoing people who will be your Customer no questions asked. Thank them!

### Green Apples

Approx 60% have a few questions but will be your Customer if you answer their questions simply and lean on the favour. Thank them!

### Rotten Apples

Approx 20% are closed-minded people who are uncomfortable with change. Move on.

**MOST IMPORTANT:** Traditional sales are the opposite of relationship marketing. Sales training is about turning 'Nos' into 'Yeses'. DO NOT ATTEMPT THIS with your Customers. If your prospective phone Customer says 'No' accept it and move on – NEXT

### **Asking for Referrals**

This is the 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!

***"Thanks, (Cindy) for being one of my first Customers. The best part about the service is you can talk to anyone else in Australia using ACN for free\*. Who are the 4 or 5 people you call the most? If you give me their names and numbers I will ring them and explain how they can try the service and talk to you for free\*" or t could be Unlimited calling with our Infinity Mobile Plan.***

### **Calling Customer Referrals...**

***"Hi (Jason). My name is ..... and I am ringing because our mutual friend (Cindy Smith) is using our ACN Telco service. The advantage is, you can talk to anyone else on the service for free\*. Your friend (Cindy) wants you to be able to ring back and forth for free\*. How does that sound to you?"***

If they agree, walk them through how to sign up as a Customer and after they've completed the process, also ask them for referrals.

### **Referrals from a Non - Customer**

Even if you get a 'No' for whatever reason – they maybe just not interested or they may be on some fixed contact. Accept their 'No', by saying something like that is fine, "maybe we can talk again at some future time... by the way do you know anyone else who may be interested in FREE calling minutes and saving money on their phone account?"

### **Calling Non - Customer Referrals...**

***"Hi (Jason). My name is ..... and I am ringing because our mutual friend (Cindy Smith) thought you may be interested in what we have. If I can offer you the same or better service on your phone, would you do me a huge personal favour and give my service a try, please?" The advantage is, you can talk to anyone else on the service for free\* minutes. How does that sound to you?"***

### **Building Your Customer Base**

If you get 20 of your friends, family and people you know as Customers you should tell each of them "the best part about ACN is that you can talk to anyone else on the service for free\*. So who are the 4 or 5 people you talk to the most?" or "Who would you most like to talk to for free\*?" If you get 4 referrals from each of your 20 Customers, you now have 100 Personal Customers. What if you ask your new referral Customers the same question?

### **Creating Customer Loyalty helps protect against the “win-back”.**

1. If I am your Customer and you asked me for referrals I would like to call for free\* and I refer you to my friends and family and they connect to ACN. When my previous Telco calls to "win me back" (they will call) if you've done your job right, and connected several of my friends who are now expecting to call me for free\*, the likelihood that I am going to change back is practically nil?
2. Let them know that you want to be their last phone company and their support really means a lot to you. If they have any questions they should call you.
3. Each time you sign on a new Customer, check your PCL (Personal Customer List) under "MyACN." If your Customer does not connect for any reason it will be purged from ACN's system and you will not get paid! Check the status of their account within 24 hours of submitting their details and then check daily until your new Customer is connected. If they do not show "Active" within 1 – 2 (business days) call IBO Services to investigate.

### **Steps to Building Customer Loyalty**

- a) Most important to let the new Customer know...
  - Their first bill from ACN is not an accurate guide, as it will contain pro-rata charges in advance.
  - Expect a Win-Back call from their previous provider offering them all sorts of interesting deals to get them back. Ask them why they waited until you left and didn't give you the best deal while they had you. **You are now 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 the Thankyou card to you new Customer.**
- b) Send each new Customer a handwritten thankyou card immediately they become your Customer.
- c) Also send a thankyou note to the Referrer if the new Customer is a referral.
- d) Immediately do a Customer Birthday Card and put in envelope. Mark actual birthdate on envelope where stamp is to go this makes it so easy to send out cards in good time. Sample Personalised Cards are available from [www.winnersworld.com/downloads](http://www.winnersworld.com/downloads).
- e) Enter date in your diary for Customers follow-up call, 10 - 15 days. Follow up the call with a 'Customer Thankyou and Referral' letter. See: [www.winnersworld.com/downloads](http://www.winnersworld.com/downloads).
- f) Enter new Customer into your file system by date. Call monthly for first 3 months, then approx every 3 – 4 months. **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.

### **You are ACN!**

It is in YOUR control to be the difference between **good** 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.

**Always follow through with promises, always tell the truth and make your Customers feel important.**

## INFORMATION FOR NEW VALUED CUSTOMER

### Win Back Call

Your previous Telco 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.**

- a) Why do they wait until you have left to offer you their best deal? ACN gives you our best offer right away.
- b) By leaving ACN you will forfeit your right to the benefits of ACN-2-ACN free calling available for Residential Landline Customers.

### Your first ACN account

Your first account may appear larger than expected. This is because your first account will bill you for the period of time in the current billing cycle PLUS the up front charge for the next full month. Future bills will more accurately reflect your monthly spend, as there will be no added pro-rata charges.

### Important

Your previous Telco will owe you a credit for the pro-rata amount of line rental they have charged you in advance. The best way to handle this is to not pay their next account. Wait until you have received their final account... this account will reflect a credit for the amount they have charged you in advance.

### 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 (toll free call). 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](http://www.donotcall.gov.au)

### Keeping Track Of Your ACN Accounts

ACN has made it very convenient to pay your accounts either by Direct Debit or Online if you choose. You can also check all past invoices online with ACN. You can also check the unbilled amount of your Mobile Phone Calls and Mobile Broadband usage. Simply go to: <https://myaccount.acnaustralia.com.au>

### Online Storefront 24/7 Service

Visit my Online storefront where you can view and also order all products and services that ACN offers in 23 different countries. Do feel free to on-forward this link to any Global contacts you may also have. Please check it out at:

### At Your Service

You can call ACN Customer Service in Sydney on 1300 881 778 or 02 8214 4275 as per details on your ACN bill. **Please do not hesitate to call me at anytime if we can further assist you.** My best contact numbers are:

Landline:

Mobile:

***Once again, thanks for your business, we truly do appreciate your support.***

Best Regards