Customer Follow-up Tips and Ideas

**Top Tip #1:** Enter the information correctly and completely in the system at the time of the party. It is difficult to follow up with people if you don’t have their information. The Contacts tab in your Workstation is the best place to keep customer information up to date. Your contacts are automatically updated when you enter them as party guests.

**Top Tip #2:** Use multiple methods to contact your customers. A good mix of calls, emails, text, Facebook, and other social media yields the best results. Use every communication tool in your toolbox.

**Top Tip #3:** Every customer is different; treating them all the same may not be effective. Ask your customers how they prefer to be contacted. It helps to be flexible and accommodating.

### The 2-2-2 Method

A consistent pattern of follow-up will help you stay consistent in your efforts to sell, recruit, and book parties. An idea proven successful with Scentsy leaders is the “2-2-2” method.

Contact your customers on this timeline:

**2 DAYS after product delivery.** The key to this call, text, or FB message is simply to ask if they love the product they received. This is also a good time to talk about:

- Scent of the Month Club—you contact them monthly
- Birthday Club—you send something fun to them the month of their birthday
- Preferred Customer List—specials you run for top customers(specials you run just for top customers)

**2 WEEKS after product delivery.** For this point of contact, ensure they are happy with their purchase and even recommend other products in a similar fragrance. This is a great time to talk about Layers personal and laundry care, as well as some other fragrance products (Scent Paks, Travel Tins, Scent Circle, etc.).

**2 MONTHS after product delivery.** During this contact you have two main goals: Talk to them about reordering since they are probably low on product, and talk about the benefits of hosting a party (it is easy, fun, and they get their favorites for FREE!).