

Sales is Service MAXIMIZING CUSTOMER INTERACTIONS

with Senior Team Leader, **KARMIN MARKS!**

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Three steps to maximizing your customer interactions, which in turn will maximize your sales, & grow your business!

STEP 1: The Key to Sales is Relationship

First, show your heart. Be genuine. Share your passion. Enthusiasm is contagious! Your greatest asset in your business is **YOU!** People are going to connect with your heart first.

Second, seek to know your customers.

How can you help them solve a problem or a current need? This requires investigation. Be intentional with your party posts and your questions to learn about your customers.

Ask: How old are their kids? What are their children's favourite topics? What skills or subjects do their children need help with? What is their biggest challenge when it comes to reading?

Customer relationships are the foundation of your business.

STEP 2: Follow-up, follow-up, follow-up!

Follow-ups are essential to maximize your sales and build your customer community.

What is a follow-up?

"Pursuing a genuine connection with a person so you can better serve them."

First, be genuine. Get right to the point.

Never make small talk to "butter them up" for a sale.

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STEP 2: Continued...

Second, focus your follow-up on serving their needs.

If they don't want to be served right now, then we don't serve right now. We always follow-up, but we don't force the outcome.

Many times people will come back to you when they have needs.

Keep a long-term business perspective with customer follow-ups.



Follow-up Tips

- **Utilize the “Follow-Up” function in your Virtual Office!**
You can take detailed notes about your customer & their needs.
- Follow-up with every guest in every party.
- Follow-up 2 weeks after a customer's order arrives to check-in.
- Invite every contact to join your customer community group.
- Actively engage with your community group.
- Continue to personally follow-up with regular customers through real life connections, book recommendations, current deals etc.

This is where the buy, book, or join is going to happen!

STEP 3: Tips & Techniques to Maximize Sales

Make personal recommendations!

This is a tailored list of books and activities. If someone can see how specific books will meet their needs, they will be more likely to buy.

Use website links, photo collages, personalized videos, DM's etc.

Always highlight Customer Specials!

Emphasize Customer Specials in every party, live feature and personal conversation. Aim for every guest to hit that \$50 mark (at least!). Guide them to understand the value.

This is a savings for the customer, rewarding for the host, and maximizes your sales at the same time! Its win-win-WIN!

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STEP 3: Continued...

Educate your customers on how they can save!

Demonstrate how purchasing box sets & story collections is a big savings. (Reading libraries, Nature Box Set, Picture Book Collection Box Set, Story Collections etc.)

Become familiar with the price point comparisons so you can articulate them clearly. You are upselling while helping your customers save!

Keep Notes!

Keep detailed notes in your Virtual Office about customers and their kid's preferences, favorite series, and favourite topics. Share appropriate new titles when they release.

Start a Birthday Club and send out personal recommendations to parents the month before their child's birthday.

Keep a back in stock list so you can advise your customers when their favourite book is back in stock!

Have FUN building customer relationships & sharing these incredible books!

BE GENUINE! BE YOU!



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