

# THE NEW PREFERRED CUSTOMER Welcome Experience

As you enrol new customers, it's important you know what communications they will receive from USANA during their first few weeks. This guide is an outline to help you better understand how, and when, to follow up. By asking the key questions listed below, you can show your customers how much you care and build stronger long-term relationships.

MONTH

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<b>WELCOME EMAIL</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>FEEDBACK EMAIL</b>	<input type="checkbox"/>
<b>PRODUCT ORDER, INCLUDING OUR FREE CUSTOMER WELCOME PACKET</b>					<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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MONTH

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>REORDER REMINDER</b>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>FINAL EMAIL</b>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## TOUCHPOINT 1

Immediately after enrolment as a Preferred Customer

### WELCOME EMAIL

Provides your customers with the benefits of being a Preferred Customer. It explains their 10 per cent discount on future orders and gives them an ID number to make it easier to reorder. We also encourage your customer to explore our social media channels to discover a community of health-minded peers for support.

## TOUCHPOINT 2

5 to 9 days following order

### PRODUCT ORDER, INCLUDING OUR FREE CUSTOMER WELCOME PACKET

Designed to give your new Preferred Customer the tools and tips they need to live a healthier lifestyle. IT INCLUDES:

- o A welcome brochure full of tips to build and maintain healthy habits
- o A brief food and fitness guide
- o A mini product brochure
- o An insert about the USANA True Health Foundation

#### Follow-Up Conversation

- Did your order arrive as expected?
- Do you have any questions before you begin taking our products?

## TOUCHPOINT 3

10 days after enrollment date

### CUSTOMER FEEDBACK EMAIL

Includes a survey allowing your new customers the opportunity to share their USANA experience with us. Questions regarding our website, shopping cart, the Customer Welcome Packet, and other interactions they've had with USANA help us to improve their experience and make it easier for you to retain your customers.

#### Follow-Up Conversation

- You've been taking your products for a week now! How are you liking your products so far?
- How do they make you feel?
- Did you get a chance to complete the survey you received? We value your feedback, so be sure to fill it out.

# To-Do's

## TOUCHPOINT 4

Three weeks after touchpoint 3

### REORDER REMINDER EMAIL

By now, it should be almost time for your new customer to reorder. This email encourages them to keep up their healthy habits by reordering their products or signing up for Auto Order.

#### Follow-Up Conversation

- You've been taking your products for almost a month now. How are you feeling?
- To enjoy full product benefits, you should take the products for at least 60-90 days.
- Are you ready to place another order? How can I help?
- Are there any other products you'd like to try? I can offer some recommendations.

## TOUCHPOINT 5

One week after touchpoint 4

(If the customer opened the last two emails)

### FINAL EMAIL—BECOMING A USANA ASSOCIATE

This email provides brief information on how your new customer can pay for their products by becoming an Associate.

#### Follow-Up Conversation

- Are you interested in hearing more about starting your own USANA business? It's a great way to continue paying for your USANA products.
- Share your own story about why you started your own USANA business.

Earnings depicted are not typical. Learn about the average income of USANA Associates at [usanaincome.com](http://usanaincome.com).