



To Preferred Customers => Give GREAT CARE!

As one who had been in the “MLM / Direct Sales” industry for over **(Click) >>** 30 years - where the “entire” emphasis was on - “Recruit / Recruit / Recruit Business Builders” - it was startling, to discover an exceptional opportunity - where the “primary goal” was => for us to develop Preferred CUSTOMERS - to ‘nurture’ them - to ‘keep in touch’ with them - to ‘care’ for them - and to always, provide them with on-going, ‘professional service’!



Wow! This was a very “different” atmosphere - a most WELCOME change! And - one of the [potential] sweet “side benefits” of all this ‘could’ be => that a few of these [well cared for] Preferred Customers might decide to also develop a small [or large] EXTRA Income for themselves [like me] - by building a [D2C] Side eBiz, from Home - with **Melaleuca** - from simply REFERRING ‘OTHERS’ to Melaleuca [family / friends / associates / etc]!

Some BACKGROUND - First, Melaleuca’s Preferred Customers are those who have notified Melaleuca that they do plan to purchase a ‘minimum’ of **(35) (ideally 44) Product Points** of Melaleuca products, each month [Points are “values” assigned to each of the products]. **(44 Pts)** gives them **FREE SHIPPING** each month, via **Loyalty Shopping \$\$!**

Using **(44) POINTS** a month is very easy to do since, as they do become familiar with Melaleuca’s products, they will develop many “favorites”, and will be finding themselves ordering 2-3 times that amount every month. And the good thing is, they will simply be replacing products they’re already purchasing from the grocery store /drugstore / health food store, “anyway” - so there will be **NO “new money” being spent - NO strain on their current monthly budgets!** As their upline enrollers, WE may need to remind them of this.

Melaleuca products are also much better for them and their families than what they’re currently purchasing. And Melaleuca rewards the loyalty of its Preferred Customers with a ‘number’ of valuable and exciting benefits [bonuses]. Example - Preferred Customers are rewarded by receiving **a 30-40% DISCOUNT** off ALL of their Melaleuca purchases, each month. Anyway, below, we’ll explore HOW this is all done, with “links”, etc. First -

More about the BENEFITS of being a Preferred Customer >>> [Click HERE](#) >>> [HERE](#).



FINDING [& KEEPING] NEW CUSTOMERS

Obviously, this task becomes JOB # ONE ... and our strong recommendation is to first - concentrate on family / friends / associates - then, on to 'others' i.e. => [Click HERE](#) => [HERE](#).

APPROACHING THEM - There are many, many different 'scripts' that can be used to do this effectively [and this is critically vital, as we want the "best" outcomes! To explore this >>>>> [Click HERE](#).



YES - once they "are" on board - the next key step is to make them feel – SPECIAL – WELCOMED – and APPRECIATED! Our top mission is to ensure they **remain** SATISFIED CUSTOMERS ... and, that they 'might' feel confident enough to REFER OTHERS to the store, through us - over time.

I believe that our first COMMUNICATION should be - by whatever method they choose, e-mail, or text, and that it should include language such as this [but in your own words]:

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"HI (JILL) - TONIGHT IS NOT TOO SOON TO CONGRATULATE YOU ON BECOMING A MELALEUCA PREFERRED CUSTOMER! I AM LOOKING FORWARD TO HAVING YOU BECOME AS SATISFIED AS I AM TO SHOP AT A GREAT [ONLINE] WELLNESS STORE – WHICH WAS DESIGNED TO ENHANCE YOUR LIFE - JUST AS IT HAS MINE!"

"TO MAKE SURE THAT YOU ARE TAKING FULL ADVANTAGE OF THE FEATURES AND BENEFITS OF OUR SHOPPING CLUB, I WILL BE IN CONTACT WITH YOU - PERIODICALLY - JUST TO MAKE SURE YOU ARE SHOPPING FOR ALL THE ITEMS YOU 'CHECKED' OFF FROM YOUR PRODUCT CHECKLIST - TO ACHIEVE THE GREATEST VALUE - AND TO TAKE ADVANTAGE OF THE MANY OTHER FEATURES IT HAS TO OFFER."

"AGAIN, THANK YOU FOR JOINING THE MANY THOUSANDS OF 'OTHER' HAPPY CONSUMERS WHO ENJOY THIS WONDERFUL MELALEUCA.COM SHOPPING CLUB. - YOUR FRIEND / JOHN

FOLLOW THROUGH - Here, we look at => KEEPING IN TOUCH with our newly enrolled Preferred Customers. But first - if they've not yet shopped for products - this can be tweaked - to include their previously "agreed to" commitment [that they should remember] - and to begin shopping [ideally, the [HCP](#)].



So, we can "give" them a complete Mela VIRTUAL TOUR (showing the New Customer Savings Packs, etc). And remember - all of this is "why" we have => **97% RETENTION!!**

MORE - We can also teach them about - **Learn to Earn** - the **Marketplace** - how they can 'customize' their **Back-up Order** - and many of the other goodies / bonuses / etc.



As the CEO (Frank VanderSloot) has so eloquently said - *“we are ready to meet their needs during these very ‘uncertain’ times - we just need to reveal them!”*

USEFUL LINKS

Here are a number of helpful [links](#) that can be referred to, as we truly **take care** of our Customers, and we Build our eBiz:

<https://ca.melaleuca.com/help-center/faq/customer-service/orders>

<https://cdnus.melaleuca.com/PDF/BusinessCenter/enca/4month-followup-enca.pdf>

<https://cdnus.melaleuca.com/PDF/BusinessCenter/enus/new-cust-checklist-enus.pdf>

<https://TheMelaleucaWellnessGuide.com/products/new-the-melaleuca-wellness-guide-16th-edition?variant=31190367731782>

Cdn + USA Product Price Lists >>>>>>>>>>>>>>>>>>>>>>> [Click HERE](#) >> [HERE](#)

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MEL - BUSINESS BUILDERS >>>>>>>>>> SUCCESS WHEEL >>>>>>>>>> our TEAM

CONSUMER HEALTH INFORMATION

^ (Click Above) ^

DISCLAIMER => HERE