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2 Days

Call # 1 is 2 days after the customer has placed their order. The purpose of the call is to thank them, that's it. It's an attitude of gratitude.

Hi Cathy, this is Kelley from Tupperware. I just wanted to say what a pleasure it was meeting you at Sarah's party and I wanted to thank you again for your order.

She says, oh, thank you, I had a real nice time.

Your order should arrive in about 2-3 weeks and upon receiving it, if you have any questions, don't hesitate to call.

OK

Goodbye

2 Weeks

Call #2 is 2 weeks after they have received their Tupperware. The purpose of the call is service.

Hi Cathy, it's Kelley from Tupperware. I just wanted to call and make sure you receive your Tupperware OK.

I did.

Great! Did you have any questions? Have you used the product yet?

She will give you feedback.

Well that's wonderful. I am so glad to hear that. Is there anything that I can help you out with right now?

No, not really.

Then this is the last thing you are going to say which sets you up for future calls... **Cathy, I value you as a customer and customer service is at the top of my list, so periodically I will be touching base with you to see if there is anything else I can help you out with or how I can take care of your needs.**

What are most people going to say? OK.

Great! Thank you again Cathy. Goodbye.

If they are not interested in this follow up, they will tell you and you just saved yourself a ton of time.

2 Months

Call #3 is 2 months after call #2. The purpose of the call is building friendships.

Hi Cathy, I just wanted to touch base with you. How are you doing, how was your trip? Did you have a great time? (you will have notes on this person).

It was awesome! We went here and did this...

You are building friendships with your customers.

Well I was calling to see if there was anything I can help you out with right now, any gift giving items or special things for you?

I think I'm good.

Ok, great. I'll talk to you in a few months. Then hang up.

Continue with the system

Then continue with these calls every 2-3 months but lead the call now with a product.

Hi Cathy, I just wanted to tell you about a featured item that we have this month and I am placing a special order for my customers this Friday.

Tell them about the featured item.

Is there anything that you are needing right now or is this featured product something that you would be interested in?