

DATE	Follow-up checklist	NOTES
<b>Prospect Care</b>		
	<b>Call #1.</b> Ready to order? If not, offer: <input type="checkbox"/> more time to listen; <input type="checkbox"/> info; <input type="checkbox"/> three-way call; <input type="checkbox"/> event (PPL or WP)	
	<b>Call #2 (if needed).</b> Ready to order? If not, offer: more time to listen; <input type="checkbox"/> info; <input type="checkbox"/> three-way call; <input type="checkbox"/> event (PPL or WP)	
	<b>Call #3 (if needed).</b> Ready to order? If no, use take-away script on page 7.7/ <input type="checkbox"/> offer mailing list; <input type="checkbox"/> other: _____	
	<b>Place order</b> at <a href="http://www.nsaonline.com">www.nsaonline.com</a> or fax to 901-850-3061 (Include credit card name, number, expiration date and e-mail)	
<b>New Customer Care</b>		
	Send a follow up piece, such as <i>Guide</i> or <i>Recipe for Better Health Brochure</i> with the following handwritten note: "Dear __, Thank you and congratulations for deciding to add more fruits and vegetables to your diet with Juice Plus+®. I'll be staying in touch to help monitor your progress. Best of health,_" <input type="checkbox"/> Consider a gift such as an orange or blue pill box, or Acorn	<i>Suggested Handwritten notes for postcards:</i>
	Address 4 <b>Follow-up postcards</b> – <input type="checkbox"/> Write in mailing dates where the stamp will go (card #1- 7-10 days later, #2-30 days later, #3- 60 days later, #4- 90 days later). <input type="checkbox"/> File postcards 2, 3, and 4 by month, Jan – Dec. (mail monthly). <input type="checkbox"/> Include card #1 in current week's mailing.	<b>#1</b> You are going to LOVE Juice Plus+®! <b>#2</b> Isn't it great to know, Juice Plus+® is hard at work in your body? <b>#3</b> What a gift you are giving your body everyday with Juice Plus+® <b>#4</b> I trust you will make Juice Plus+® a permanent part of how you take care of your health. Your next box is set to ship on _____. Call me if you need to adjust it.
	Add customer to <b>database</b> system and <b>email address book</b> (spreadsheet, planner, outlook, palm pilot, etc.)	
	File this and order form in your <b>Organizational Binder</b> (see pg. 8.5) by last name – A-Z tabs	
<b>Continuing Customer Care</b> (NSA WILL REMIND YOU)		
	<b>Virtual Tracking Customer Call #1</b> – After 10 days of signing up: <input type="checkbox"/> received shipment? <input type="checkbox"/> received NSA emails? <input type="checkbox"/> follow-up from me? <input type="checkbox"/> taking ok? <input type="checkbox"/> referrals?	
	<b>Virtual Tracking Customer Call #2</b> – After 30 days: <input type="checkbox"/> remembering? <input type="checkbox"/> spouse taking also? (may need more sooner) <input type="checkbox"/> Invite to event (HLP, PPL or listen to 800#, conf call); <input type="checkbox"/> Need another CD/DVD or info on Vineyard/Complete/Thins?	
	<b>Virtual Tracking Customer Call #3</b> – After 100 days: <input type="checkbox"/> Ready for 2 <sup>nd</sup> box? <input type="checkbox"/> Reinforce that staying healthy is a lifetime commitment. <input type="checkbox"/> Offer new CD <input type="checkbox"/> Referrals?	
	<b>Next Ship Date:</b> ___/___/___ After 2 <sup>nd</sup> box – Send thank you note (JP+ "Stay Well" card) and consider gift (a second CD, pill box, shaker, etc.)	

### Ongoing Follow-up Ideas

- Invite to HLPs or Prevention Plus+ lectures.
- Send newsletters or articles every 8-12 weeks.
  - Send occasional informational e-mails.
- Check Genealogy Report monthly and call before each box is to be re-shipped.
  - Send card on anniversary of Juice Plus+® start date!