

# Effective Retailing

**‘A sale is a sale, but a Customer is a long term asset’**

Successful retailers do not simply aim for the greatest number of one time sales, hoping that sales volume alone will generate growth. What they do is cultivate and nurture relationships with their Customers, leading to repeat sales and hopefully a lifetime of loyal buying habits. This holds true whether the product is cars, computers, groceries, insurance or nutritional and dietary supplement products.

**“If you made a sale you can make a living. If you made an investment of time and good service in a Customer, you can make a fortune” - Jim Rohn**



Don't think of it as selling, think of it as sharing the products you believe in with people who need them and want them. Building a healthy business is much easier, more profitable and secure when you develop a loyal base of regular repeat-purchase retail Customers. That's why Arkworld has developed the **Customer Care Support Program**.

## **Customer Care Support Program**

It is always easier and more cost-effective to sell more products to existing Customers than it is to go looking for new Customers. This doesn't mean you would stop getting Customers, you will always need those. Just don't ignore the Customers you already have.

Calculate the lifetime value to you of just one Customer buying the Arkworld products. Customers who have good results will continue to purchase nutritional products for life. Monitor your Customers closely, as people's needs change over time and as Arkworld introduces new products into the market place, upgrade your Customers with these new products too. Reward good Customers with gifts, prizes and recognition for their continued support in using the products.

**Your primary focus is not on making a quick sale, but on providing consistent service, adding value, building a long term mutually satisfying relationship.**

**Let your customers know they can trust and believe in you.**

Gaining credibility for the products is easy, with all the results and success stories of other Customers and Distributors to back you up. Your role is to show a genuine interest in the needs of your Customers.

**Let them know you're more interested in helping them get results, than in the money you're making from the sale.**



Some of your satisfied Customers will end up joining your team as Distributors. Your job is to nurture them both as Customers and Distributors and to retain them as both product users and business associates for life...!!

**‘Ultimately, your success will depend, upon how many of these relationships with your Customers and business associates you are able to make and sustain’**

# Retail is the key to your business and the Foundation to your organisation.

- ❖ 10 Distributors in your organisation using the products and you touch 10 lives.
- ❖ 10 Distributors in your organisation with 10 Customers each, you touch 100 lives.



As most people know about 100 people in their life, through family members, friends, co-workers, their doctor or dentist, Christmas card list and so on, this would give you 100 lives x 100 people they know each. In total just became you had 10 Distributors with 10 Customers each you would end up with a centre of influence of 100 x 100 = **10,000 people.**

**That is 10,000 people you can talk to, as opposed to just 10 Distributors with 100 each which would give you only 1000. That's how important retail is...!!**

Some people say recruiting is everything and retail isn't as important, but as you can see, they obviously don't understand the value of retailing. If you had 100 Distributors with 10 Customers each, you would touch 1000 lives. That's 1000 people with a centre of influence of 100 people each, giving you a centre of influence of 100,000 people, to talk to about the products and opportunity with out running one add, or giving out one flyer.

**Remember, if you retail your organisation will, so set the example and others will follow.**

## **FOLLOW UP = FORTUNE**

**Make sure you provide a good Customer Care Support Program and nurture and help your Customers to get the results they desire, by calling them on Day 1, Day 3, Day 7, Day 15, Day 25 and so on...**

**\* For a guide on what to say when following up your Customers, please refer to the Customer Follow Up Script in the Distributor back office on the Arkworld website.**



There are many ways to retail and examples of these can be found in the '**Getting Started**' part of the online Arketing Manuel found in your Distributor Backoffice on the Arkworld website.

**Always remember though, the best way to sell a product is to use the product yourself, get a result and then to tell that story to others Part Time or Full Time every day. It's that simple!!**

It also becomes very easy to teach to others and very quickly you will build a strong Customer base and a network of relationships that will last a lifetime.

## **Always remember the Formula**

**R + R = R (Retail + Recruiting = Royalty)**

**No one has ever built a successful long lasting organisation without retail. It is the number 1 area of income in the industry and not to be taken lightly.**

**Retail is King!!**