



5 Steps *to* ATTRACT NEW CUSTOMERS



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Frazer Brookes provides a ***step-by-step*** guide that teaches you how to attract new customers, how to enhance the product experience, and how to upgrade a customer to a distributor in a non-salesy way.

The Steps

1
STEP

Acquire customers by being a product of the product.

Use the products daily and share your story with others.

2
STEP

Follow up 24 hours later to assure the customer about their great decision to purchase NHT Global products. Nip buyer's remorse in the bud to eliminate any doubts about their decision.

3
STEP

When their product arrives, touch base again to give them next steps (ex: share product information, invite them to become part of the NHT Global community, etc.) and encourage them to share their excitement on social media.

4
STEP

Follow Ups Fridays! Follow up weekly (on every Friday) to check-in. Ask them how they are doing and if they need any help.

5
STEP

When you reach a milestone, ask your customer a simple one-question survey.

"Hi Mary! On a scale from 1 to 10, how comfortable would you be sharing your product experience with other people?" ('1' being 'not at all' and '10' being 'absolutely fantastic')

If they answer 1, 2, 3, 4, or 5, you'll know that you need to work on improving their product experience. If they answer 6, 7, 8, 9, or 10, introduce them to the business opportunity.

Key Takeaways

- Focus on the customer experience. Flood your business with new customers!
- Follow up, follow up, follow up!
- Leverage your personal network on social media to reach more people.



Frazer Brookes

*"If you cut my wrist, blood doesn't come out.
Network marketing does."*

Frazer Brookes is a recognized network marketing coach, trainer, and global keynote speaker. Having grown up with two successful parents in the industry, he took the leap to start his own network marketing career in 2010 and built a business of over 300,000 customers in just five years using social media. He's helped hundreds of thousands of network marketers around the world grow their online businesses by sharing his breakthrough strategies and the social media skills needed for success. He is the bestselling author of the books, *I Dare You* and *I Double Dare You*. 🗨️

