

# Distributor & Customer Retention

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# Are you experiencing churn in your business?

- Retention Challenges
  - Going out as fast as they are coming in?
  - Slow or no momentum
  
- Are you watching your numbers?
  - Personally Sponsored Report (team)

## 3 Keys to Keeping Them In & Moving Them Along

1. Setting Reasonable Expectations
2. Education
3. Connection & Community

# 1. Setting Reasonable Expectations

- What is important to them? Ask questions... and listen
- Magic Wand... *“tell me more”*
- Share examples of varying time frames and long-term benefits  
Immediate ~ a few weeks ~ a few months ~ 6-months or even a year
- *“X39 is the patch to rule them all”* (Dr Dennis Pena)
- 3-Way Calls & Zooms (Valorie Mitchell)
- *“What is your current trajectory if you do nothing?”*
- *“Would you like to change that?”*
- Use the InTouch App to set reminders for follow-ups

## 2. Education

- Make it about them... what interests them?
- Basic understanding of phototherapy.. the sun story
- Health Tracker
- Tie their results back to the patches
- Drip relevant information from InTouch or YouTube
- Connect them to YouTube channels and/or Facebook groups.

### 3. Connection & Community

- Make it about them...what interests them?
- Make them feel valued
- Builds trust
- Facebook groups (Stories, before and after photos)
- In person meetings (homes or venues) and team zooms
- Fun and Laughter is key.
- In person events (Anne Moreau)
- Give value and you will never be selling.

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