

SYSTEM + SCRIPTS FOR ENROLLING VIPS

I think sometimes people are scared to offer the VIP program, only because they don't know how to explain it or how to make it sound not overwhelming to their customers so here is what I typically do and say when someone is interested in products:

- 1.) Ask them about their hair - What don't you love about your hair? What do you want to improve with your hair? is it thick or thin? Fine or coarse? Dry or oily?
- 2.) Then I ask them how they style their hair and what products they use out of the shower for styling. - I want to know HOW they do their hair so I know what products they're currently using that we need to replace with Monat products in their routine
- 3.) Then based on their responses I come up with a shampoo & conditioner recommendation along with styling products.

I share my recommendations with them based off of what they told me and WHY they'll love it - this is really important so you're painting a picture for them of how their hair will look and feel. I always end this with an open ended question - how do those products sound to you?

The prospective customer usually will say something like - "Good!" and then will sometimes ask about the price.

That's when I jump into my little spiel that I've been using for the past 8 years. I keep this saved in my phone so I can copy/paste and don't have to rewrite it every time but I simply say:

"There's a few different options for purchasing - you can purchase as a retail customer and pay full retail price + shipping, but what I recommend and what all my customers do because it saves them the most money and gets them free products is purchasing as a VIP customer. As a VIP customer you'll get 15% off, an additional 15-25% off with our purchase plus program, free shipping, a free product in each qualified flex ship order, access to all of our flash sales, a \$25 birthday coupon on your birthday + you'll earn points on your orders so that every \$100 you spend you'll receive a \$10 coupon to use, (only add this part if your customer is in the USA - other countries do not have VIP points yet!) it is a one time fee for life of \$19.99 but it literally pays for itself with all the money you're going to save in your first order! You'll have control over your future orders and can push out your orders, change them or cancel them in your VIP suite at any time, this is a flex-ship program not an auto-ship program so you are always in full control of your orders and there's never any surprises! And if for any reason you don't love the products, you can send them back within 30 days for a full refund, including your enrollment fee. How does that sound to you?

And if that sounds great, they'll say "Great how do I order?" And if they have any questions - now is when they'll share those with you so that you can answer them and help them feel confident in what they're ordering.

Don't overcomplicate it.

Don't leave out important details.

Be CONFIDENT in the program that you're offering because it is simply the best!!

When they're ready to order simply create a cart with the options you talked about with them, email it to yourself so you can copy/paste the link to their cart and send it to them in a facebook message, instagram message or text message - however you are currently communicating with them. Doing this will increase the chance of them going and checking out right away because you're not taking them off the platform to go wait for an email to arrive. You're sending it directly to them and continuing to help them until their order is placed.

Another thing I do that's really helpful is I'll record my computer screen with my phone so I can be talking while I'm showing them the discounts as a VIP that they'll get in the cart I created for them. This just makes it more personable and also helps them understand how much they'll be saving.