



VIOLET EYEWEAR UNIVERSITY

VIOLET EYEWEAR DECODED

UNLOCK THE POWER OF VISION



WATER: VIOLET FOLLOW-UP SYSTEM

THE FORTUNE IS IN THE FOLLOW-UP!

Congrats you have reached the final lesson of water. It marketing is water than follow-up is fertilizer. Follow-up makes sure that you get the full reward from your efforts. Most people need to be nurtured and reminded prior to their purchase. Good customer service includes follow-up.



VIOLET EYEWEAR UNIVERSITY

FORTUNE IN THE FOLLOW-UP

WATER: LESSON FOUR

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CEO & FOUNDER

Download Violet's eFollow-up



Canva Template



In this lesson you will learn the importance of follow-up and we will teach you how to water your business with follow-up. Follow-up build relationship and trust. When you are organized and reach out to your customers you elevate to the status of professional. You will learn that most of your sales will come after more than one contact.

"Persistence is what makes the impossible possible, the possible likely, and the likely definite."

- Robert Half

Millionaire
FAITH
-MOMENT-

By now, you have seen that your seeds did not grow overnight. It takes some watering and nurturing. The same goes for sales. Only 2% of sales are made on the first contact, according to the National Sales Executive Association (NSEA). So where are sales made? The NSEA further states that 80% of sales are made on the fifth to twelfth contact. Don't get discouraged, *every no brings you closer to a yes.*

WATER: LESSON FOUR

OBJECTIVES

Review Host & Guest Profile



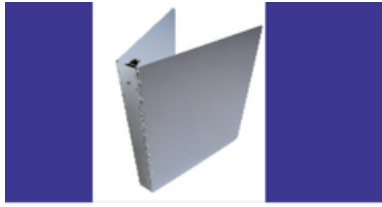
Review the Violet Follow-Up System



Decide on your Follow - Up System Manual or Electronic



VIOLET FOLLOW - UP SYSTEM (MANUAL)



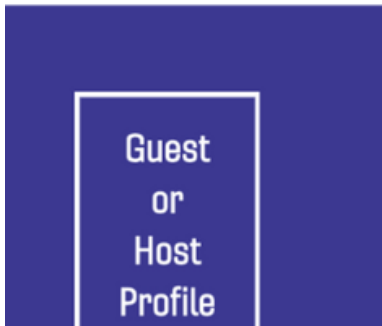
Binder



Daily Dividers



Monthly Dividers



Guest
or
Host
Profile

As you book hosts, acquire customers, and care for guests you will need to have a proven way to follow up with each guest in a timely and orderly fashion, below is a follow-up system you can use to grow your business.

1. Get a binder, daily dividers (1-31), monthly dividers (Jan-Dec) from an office supply store.

2. Fill out a guest profile for leads and customers. Fill out a host profile for those who book a party.

3. Hole punch and file each profile under the day of the month that you need to follow up. Example "I need to contact Sally to do her confirmation call on the 5th. I fill her host profile behind the 5."

4. If the desired date is in the next month write the date of the follow up at the top and file in the monthly dividers behind the desired month. "It is the 21st of August, I want to follow up with a customer about booking a party in October 15. I file the guest profile behind the October tab, in October file behind behind the 15 tab.

VIOLET FOLLOW - UP SYSTEM (ELECTRONIC)



CLICK TO
DOWNLOAD
CANVA TEMPLATE



Canva Template



DAILY POWER HOUR

DAILY POWER HOUR

FOCUS ON WHAT'S IMPORTANT TO GROW YOUR BUSINESS



STEP #1

FOR 5 MIN WRITE 2-3 GOALS FOR THE DAY



STEP #2

10 MIN READ OR LISTEN TO PERSONAL DEVELOPMENT

STEP #3

10 MIN FOLLOW-UP WITH PEOPLE FROM YESTERDAY



STEP #4

10 MIN POST, SCHEDULE, OR GO LIVE (VIP GROUP, BUSINESS PAGE, AND/OR TEAM PAGE)

RULE #5

10 MIN CHECK ON YOUR TEAM



STEP #6

5 MIN SEND DIRECT BIRTHDAY MESSAGES

STEP #7

10 MIN NETWORK, GROW, REACH. MEET AT LEAST 2 NEW PEOPLE A DAY.



Credit to Jilley Sue