



How to Acquire and Retain a Customer - Correctly

If you Acquire a Customer through a 'Whose Rates are Better' mentality ... you run the risk of losing that Customer on 'Rates' alone.

In Australasia, the telecom industry is a 'fierce' industry. There are company's out there that may not have the integrity of which ACN is renowned for! Be aware that it can be quite a usual business practise that, once a telecom company realises they have 'lost' a customer, their first strategy is to 'get that customer back!'

Some companies may even employ very aggressive techniques to do this! Please be aware that ACN, and we, as ACN Representatives, do NOT use these techniques to 'Win Back' Customers! Our philosophy is more on doing the 'right thing' by the customer the first time by offering a 'service of true value' to our 'warm market' customers, and then looking after that Customer with REAL CUSTOMER SERVICE, (with REAL People).

So, as the professionals we are, how do we handle this when it happens? If there what seems like an obvious Slamming situation, it is critical that you pass this on to ACN Compliance Dept to handle. Compliance will need all the details of the Customer (Name, Cust ID#, and details of what happened). Email this to compliance@acnaustralia.com.au – ACN will go to work in resolving this.

As Reps - firstly, we never 'react' (to much at all). We know this stuff is going to happen well 'before' it happens ... and we are prepared for it. (Have you ever tried to ACT surprised at something you already knew about beforehand?)

Mindset: This is an easy one!. To understand it, all we need do is realise that this may be 'normal' behaviour from some other companies. (To understand these strategies, simply put yourself in their shoes with losing maybe thousands of customers to ACN! How would you feel? What would you be tempted to do if you were them?)

The first thing to acknowledge is that there IS a REASON, and as Pros, when things don't go according to how we would prefer them to go, the first place we look is 'in the mirror' to ask the questions:

1. Where didn't I get it right? Where did I slip up?
2. How can I do this better next time so it reduces the chances of this happening again?

Now, admittedly, if this is a genuine SLAMMING situation, we can only report this to ACN. If a Customer leaves for any other reason, could it be that we may not have done the 'right thing' by that Customer, as a rep.

Here's some powerful Customer Retention suggestions:

- * When you acquire a new customer, treat them special! Why? Because they are! Remember, do this 'right' once, and 'once' is the only time you'll need to do it.
- * Meaning, each time you acquire a new customer, as long as we, together with the company, look after them, they will be with you FOREVER! This is not a 'one time sale' mentality where you make a 'once only' commission and walk away; this customer's account will be putting residuals into your bank account month after month (and hopefully, for years) to come!
- * Let them know that they'll probably receive a call from their old provider enticing them to come back to them with all sorts of 'wonderful offers'. Prepare them for this WIN BACK call by promoting some questions they can hit these guys with like ... "I've been a Customer of yours for (years)... why did I have to 'leave' before you offered me these better rates? How come you didn't give these to me before now?"
- * Be sure to give them an ACN WELCOME CARD there and then at the sign-up with your details on the back. (Available through your Success Store in MyACN). This will also repeat what you have just stated above.
- * Let them know that they will know when the service is 'active' as they will receive a WELCOME LETTER from ACN Company. Once they receive this ACN WELCOME LETTER, they are up and running with our service.
- * Now is the time to RETURN THE FAVOUR by introducing how you're now going to assist them in getting their phone bill down each month! Not sure on how? Read up on the Referral Magic Script on the TAG NZ Site (Under 'Resources'). Powerful Knowledge that can pay huge dividends!!!
- * A few days later give them a 'courtesy call' to let them know that all is on track with their account and that the paperwork has successfully gone through to ACN'. Again 'thank them in advance for their loyalty', and that you really appreciate the favour they've done for you. (You do ... don't you?)
- * 5 Days later, send out a personal ACN THANK YOU CARD. (Also available in packs of 10 from your MyACN Success Store).
- * 5-7 days down the track, ring and check whether 'everything is OK with their new ACN service.'

- * BIRTHDAY CARDS are also a proven way to help your Customer feel valued and special to you. When was the last time you received a Birthday card for your old telco provider?
- * CREATING A ACN 2 ACN CALLING CIRCLE for your Customer to assist them in getting their bill down each month is probably the MOST POWERFUL WAY OF RETAINING A CUSTOMER!

Your time is far too important not to 'get this right' ... the first time.

If you 'Get Professional' by doing this 'right' the first time – the chances of your Customer staying with you for life are greatly enhanced!

When you work out the residuals that you can earn on ONE Lifetime Customer, you will quickly work out that 'doing it right the first time' is worth it. And as this duplicates out into your team – great things can happen!

This Mindset will save you TIME, ENERGY, STRESS, and MONEY!