



# New Zealand

Leadership Development Team

## Referral Magic!



**How do we Enrol Multiple New Customers through our new and existing Customers?**

**Simple ... We Return the Favour!**

There really is magic in this approach! Learn it, do it right, and customers may just be chasing you down the street to sign up!

There are a couple of opportune times to ask your new customer for referrals.

- 1. At the initial signup**
- 2. Each time you are in contact**

Once again we come back to your MINDSET. What is it?

Is your mindset to just 'get a customer'? Or, is it to genuinely assist your friend and/or family member take full advantage of ACN's very competitive Customer rates and Customer Services advantages?

The degree in which your new customer will benefit from becoming an ACN customer, will greatly depend on **you** helping them understand the 'value' they now have in their hands.

For example, if your customers are not aware that their phone bill can 'reduce month by month' by simply referring local and national friends and family members to ACN, and that together, you can assist them in doing this - then how will they know? Will they be bothered? Would you?

Never forget how powerful the ACN to ACN calling is for your Customers!!!  
**200 Free minutes (each!) after the first minute per month** can be a BRILLIANT INCENTIVE for New Customer Acquisition! (Conditions Apply – See MyACN for details)

Help your customers imagine what it would be like being able to call their family and friends anywhere around NZ on this plan! Ask them whether they feel that would benefit them?

Remember in the process when you first asked your friend or family member to do you a favour? ... well ...

**NOW is the time to repay the favour!**

Let them know how committed you are in helping them save as much money as possible. Ask them whether they would like this outcome and are they OK about helping you do this?

How? Through involving as many of their family and friends as possible to take advantage of ACN's brilliant ACN to ACN Friends Plan above!

Immediately following doing the initial CAF paperwork, you might say something like ...

*"Once this paperwork goes through Sally, you'll receive a 'Welcome Letter' from ACN, from when you receive this letter, you'll know your service is up and running. ;-)*

*Sally, ... thanks for becoming one of very first Customers, I really appreciate you doing me the favour. It really does mean a lot to me ... and if I can ever return the favour? Just let me know ... OK?*

*OK ... now ... want some good news? ;-)*

***It's now my turn to return the favour! (Smile) ;-)***

*Do you have any friends or family that you ring as a toll call across the country, or in Australia?*

*How would you like both of you to be able to call each other for a total 400mins per month absolutely FREE after the first minute? (Conditions Apply – See MyACN)*

*(Yes)*

*OK. This is what I'm going to ask you to do. Here's your part. (Present the 'ACN Referral Form'). What I'd like you to do over the next few minutes is to list these people on this Form. Then I'd appreciate you giving them a quick call over the next day to let them know what you've found here with ACN and how they can benefit as well ... Can you do that for me Sally? (pause for response) ... that way they won't react to me like one of those telemarketers used by those other companies. Is that OK?*

***You'll really be helping them out as well, as they'll have friends and family who might enjoy the ACN to ACN free Calling ... which will mean they too have the potential here of saving some money on their phone bill ... can you see how it works Sally? ... Can you see that by us working together on this, how your savings on your bill will increase month by month Sally? ... Great!"***

If 'promoting' is needed? Simply ask if she can go through her contact address book – The goal is "10 names & phone Numbers" on the ACN Referral Sheet. IF you end up with 2-5? That's 2-5 new potential Customers you just created!! But more importantly, Sally's phone bill will go down and she and her family/friends will also potentially be reaping the same benefit!!!

This is the very reason that ACN has one of the highest retention rates of any telco company in the world! We create what we call "CALLING CIRCLES" with family and friends for our Customers. Each person in the Circle benefits! You can imagine how popular any member of the circle becomes should they go off the ACN Service!!!

That's it! It really can be that easy if your mindset is right! A breeze!

Why not do what every high income earner in this business does and learn this Referral process ... and then teach it to your leaders to teach to their ... ?

**It Works! Just like MAGIC!**

