

**Solidifying the sale.** Before you leave the house, let them know how much you appreciate them doing business with you. Simply say something like, “My family and I want to thank you for doing business with me today, because this is how I help pay for my education. So you are helping me with my education while I am helping your family with THEIR EDUCATION. We all win and I appreciate it.” People do not mind canceling on a company, but find it more difficult to cancel on a person. **\*\*And send a thank you facebook message at breakfast each day to yesterday’s customers.**

Remember, you can’t message them unless they message you first. So make sure they DM your facebook business page while you’re with them so they can stay in touch with you.

The next morning at breakfast we go to our FB business page messages and we reply to all our clients from yesterday with a thank you note. For example:

*Jenny and Mark,*

*Thanks for investing in your kid’s education and helping me in my journey. I know it will make a difference in their future. If you have any questions on how to use the books, don’t hesitate to let me know. 😊*

*With appreciation,  
Emil*

With bigger packages, some of our top producers actually handwrite a thank you note to them and drop it off at the house (you can tape it to their door) on the way to their turf in the morning.

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longer explanation from Peter Petcoff (SW record holder)...

This is an email about some of the process Peter Petcov does to help have low cancellations...do a great job with facebook, then at breakfast each morning, message each of yesterday’s customers with a thank you!!

So what we do is:

- After cash collection and logging them in we tell them “it’s picture time!” (*great if you have Mrs. Jones post the picture on HER facebook and tag you, whichever process works best for you. Main thing is to make sure the post is shared on HER facebook page one way or the other.*)
- We take the picture using our own devices and immediately upload it on our FB page
- Then we ask them to get their phone so we can connect and maintain communication. We tell them “With your purchase you don’t just get some books and apps, but a complete service. Once we connect via FB you can always message me with any questions regarding your system.”
- Then we find our page on their phone(or they do it) and we ask them to hit the like button and then send us a “thumb up” message”.

- Then we show them our page, scrolling down and showing different posts and that's how we get to the most recent post, the one with them.
- Then we ask if they could please share it for us, it helps us with PR for people to know about us. Once this is done we take referrals, pre-approach, and leave.
- **The next morning at breakfast we go to our FB business page messages and we reply to all the "thumb up" messages with a thank you note. Here is the simple message Emil sends (customize to that particular family):**

Jenny and Mark,

Thanks for investing in your kid's education and helping me in my journey. I know it will make a difference in their future. If you have any questions on how to use the books, don't hesitate to let me know. 😊

With appreciation,

Emil

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**And a different example, what Peter sends:**

"Good morning (NAME), I just wanted to take a minute and thank you very much for the time spent yesterday. It's great seeing how much you guys are into the kids' education and wanting the best opportunities for the kids. And thank you very much once again because by investing in your kids' education, you are also helping with mine--this is how I pay my way through school and it helps me, too!

Please, if you ever need some help getting the maximum value out of those great books and apps, I'll be happy to help! You're making a difference and setting a great example for the kids, and I'm sure they will be grateful for it as they grow up.

Have a lovely day 😊"