

# GHANIA ACADEMY

HEALTH AND FINANCIAL WELLNESS

## Follow Up, Follow Through and Drip System

**Module 7**  
ChaniAcademy.com



## **Direct Selling ~ Module 7**

### **Follow Up, Follow Through and Drip System F**

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The author is a successful network marketer of a large Network Marketing company that deals in supplements, personal care products and cosmetic products. Hence it is natural that the examples and references made using network marketing products could be biased towards health and wellness products. The author is recognizing this bias and no intent is being made to prospect and recruit. The sole intent for the mention of products is to give examples in the lessons. In many sections of this course, one will come across terms like; Diamonds, Star Diamonds, Crown Diamonds and the like. The mention of these terms are examples of levels or positions that could be held in a network marketing company. In many of the chapters while quoting examples, gender has been retained in some cases as male only for ease of reading. The author is not gender biased

## **Follow Up, Follow Through and Drip System ~ F**

### **FOLLOW-UP**

In business, follow-up after a meeting is equally important as the meeting itself. A deal is only complete if the closing is done. Similarly, in the Network Marketing with wellness product/service, you can do the best presentation, but if your prospects cannot decide whether to become a consumer or distributor, the process is incomplete. If your prospects need some time, give them up to 48 hours, but make sure to get permission for a follow-up call or meeting. The power of business lies in follow-up and a strong follow-up can have a massive impact on your business. After a big seminar, people get excited and if that excitement is not properly followed up, you can easily lose an important customer. Sometimes people confirm that they will join your seminar, but are unable to attend; here also you need to follow up and convert an interested prospect to a customer.

### **IMPORTANCE OF FOLLOW-UP**

- a. You want to capitalize on all the efforts that you have made on your prospects. It is much easier to get connected with the prospect you know rather than the new prospect you don't know.
- b. Per research, most prospects say 'No!' the first time but it has been seen that by the third or fourth follow up, the prospect is ready to buy your product and service.

- c. Follow up pays, because when you have identified the need of the prospects, then showing the solution through your product becomes easy.
- d. Even if you fail to sell now, with a great follow up, you have made a relationship and through the drip system (later discussed) you can make the sale.
- e. You may have the best product/opportunity to meet the need of your prospect, but the timing is wrong. Sometimes the prospects are not ready to accept your proposal at that moment, but with your strong follow up at a later stage you might be able to convince them to accept.

## **WHEN DO YOU FOLLOW UP?**

Follow up with your prospects should be:

1. Within 48 hours of your first interaction with someone you met on the bus station, in the coffee shop, in trade shows, etc. and exchanged business cards (cold markets). If you miss out on this time, they might either forget you or forget what connected them to you.
2. After *Natural Approach*.
3. After *Natural Presentation*.
4. After you conduct a seminar (and have captured their information - name, e-mail, phone numbers, etc.).
5. After the prospects sign up or subscribe to your website/blog.

## **FOLLOW-UP TECHNIQUES:**

- a. Phone calls.
- b. E-mail.
- c. Text.
- d. WhatsApp message.
- e. Seeing the prospect in person.
- f. Blog.
- g. Newsletter.
- h. Your videos.
- i. Your personal website.

Strong and consistent follow up with your prospects is vital because the longevity of business is dependent on it.

## **HOW TO DO A STRONG FOLLOW UP?**

- a. Learn the power of asking questions, and ask open-ended questions by using (what, when, how, and tell me more) and then, listen, listen and listen.
- b. Once you know the prospects name use his/her name couple of times in the follow-up calls – the sweetest word a person wants to hear is his/her name.
- c. Remember the “connectors” – the specific product or opportunity you presented attracted your prospects attention. So, in follow-up, start your conversation or e-mail from the point where the prospect got attracted. Remind them what they said and that is what prompted you to call or e-mail them.
- d. Be patient during a follow-up, don't be pushy nor show that you are desperate to get them.

- e. Give your prospect the time and space to do their own research of your supplements/opportunities and answer their questions in your follow up.
- f. If your prospects have attended your seminar, start the follow up conversation with a thank you note and then proceed with your agenda.
- g. Most of the follow up takes place after the natural approach - try to stop the conversation when it reaches a certain curiosity level. Let them think about your opportunity and your follow up will be strong.
- h. Write a professional follow up e-mail/letter – short, formal and well written.
- i. Whenever you see any inclination or any interest in your prospect make sure to take time for the next meeting.
- j. Set the appointment in your schedule and call before meeting your prospect.
- k. Put follow-up on high priority and do it on a regular basis.

### **EXAMPLE OF FOLLOW-UP E-MAIL WITH A COLD MARKET PROSPECT**

Hi Kate,

How are you doing? This is Tom, we met in the coffee shop at London airport two days back. Hope you remember me. I went to your website and was impressed to see your professional photography - I must say your work is great and I can see you love what you do.

Did you get time to see my website? If you have, your question(s) on my wellness program must be answered. If you have any question(s) or

would like to know more about how to have a healthy living lifestyle, please feel free to e-mail me.

Looking forward to hearing from you soon.

Warm regards

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### **EXAMPLE OF FOLLOW-UP E-MAIL WITH A WARM MARKET PROSPECT HAVING A FINANCIAL PROBLEM**

Hi Albert,

How are you doing? It was nice to see you after such a long time. I am sorry to hear that you are struggling in your job and have a big loan to pay off. I can show you a way where you can make some extra income along with your present job to help you pay off your loan. I will be glad to explain my program to you. If you like what you see, great, we can move to the next step. If you think my program is not a good fit for you, no problem, I will not be offended. If the timing may not be right for you now, that's okay. Maybe later you will change your mind.

If you are interested in solving your financial problem, please call me and I will be happy to answer any of your questions and show you how my program is the solution to your financial woes.

Yours Sincerely

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## HOW CAN YOU AVOID WASTING YOUR FOLLOW UP EFFORTS?

- a. Stop sending spam e-mails to people you don't know.
- b. Avoid sending postcards and letters and fliers to strangers.

## FOLLOW-THROUGH

People confuse between follow-up and follow-through and they think they are one and the same. The dictionary (Merriam-Webster) meaning of follow-up is **“maintenance of contact with”** and the meaning of follow-through is **“to press on in an activity or process especially to a conclusion.”**

In Network Marketing, most of the follow-through is done after the prospect becomes a consumer or a member. It is in the follow-through that you start getting the reward of your time and effort you invested in doing *Natural Approach* and *Natural Presentation*.

There are 3 categories of follow-through:

- 1) When the prospect becomes a consumer of your product.
- 2) When the prospect joins as a member/distributor.
- 3) When the prospect needs samples or literatures.

After the prospect signs as a member or consumer, it is your responsibility to send follow-through letters/e-mails - by doing this, you are fulfilling the commitments and promises you made during the *Natural Approach* and *Natural Presentation*.

Follow-through letter/e-mail is crucial because your new customer needs to get a detailed and clear guideline as to how to use the product and see whether the person is getting the benefit from the product. For the member/business builder, you should make sure that they get their first check/bonus and show them how they can get bigger check.

## **EXAMPLE:**

### **FOLLOW-THROUGH E-MAIL/LETTER TO A NEW CONSUMER**

Hi Andy,

How are you doing? I am happy that you have decided to use our wellness products. You have bought X, Y and Z supplements and attached please see the consumption chart as to how to use these products. I would like to remind you again that these natural supplements are not medicines, but are high nutrition food supplements which will give you energy, detox the body, and boost your immune system.

I will be in touch with you but if you have any questions or concerns before or after taking the product, please feel free to call or e-mail me.

Regards,

Health & Happiness

## **EXAMPLE:**

### **E-MAIL/LETTER TO A NEW MEMBER/DISTRIBUTOR**

The start of a long partnership in business with your new member begins with a solid follow-through. The following is the new member follow-through e-mail:

Dear Samantha,

Good Morning!

Congratulations on joining the business and my team. It is my pleasure to support and coach you and see that you become successful in our business. From all the discussion(s) I had with you in the last 2 weeks, I

feel you have the fire to do the business seriously and pursue your dreams.

Before you get started, I would like you to do the following and learn all about the business:

- ✓ Please go through the starter kit folder and read all about the company and the products.
- ✓ I will sit with you and explain in detail the marketing/compensation plan after 10 days.
- ✓ I would also like you to fill out the attached commitment form and send it to me by next week - do write your three reasons to join this business. I am committed to help you provided you reciprocate to my coaching and give your 100% to the business.
- ✓ I will be personally coaching you and would like you to fill out the “weekly coaching form” and send it to me one day before the coaching date. Please confirm the convenient time and day for our 30-minute weekly coaching Skype talk.
- ✓ Before you start talking to people, I want you to go through System A, - “Making a prospect list and qualifying them” and I will help you with five initial calls and five one-to-one presentations with your warm market prospects.
- ✓ Subscribe to the company website as well as my website and go through all the articles and watch the videos.
- ✓ Read one book per month from my recommended readings.

Wish you a very successful business in the coming months. I am sure you will have a lot of questions - make sure to put them forth in the weekly coaching session.

Until we meet again,

Warmest Regards,

**EXAMPLE:**

**E-MAIL/LETTER TO A PROSPECT, WHO IS NOT A CONSUMER OR MEMBER, NEEDS SAMPLES AND BROCHURES**

Hello Peter,

How are you doing? It was indeed my pleasure to meet you last week. As per your request, I am sending you the brochures and few samples of my company products. Please go through the brochures and try the samples.

I am sure you will have questions on both the product and plan, and it will be my pleasure to answer all your questions; whenever you are ready, please call, I will stop by and explain to you everything.

Good wishes, always,

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## **DRIP IRRIGATION**

Drip irrigation also known as ‘trickle’ or ‘micro-irrigation’, is an irrigation method that saves water by allowing water to drip slowly onto the roots of the plants through a network of pipes and tubing. It is a common form of irrigation throughout the Gulf, where palm and other trees are irrigated in the harsh and hot weather using this method.

In Network Marketing, after doing *Natural Approach* and *Natural Presentation*, if your prospects are still un-decided and show less interest in your products/opportunity, you do not reject the prospect but instead put them in the *Drip System*.

### **WHAT IS DRIP SYSTEM IN NETWORK MARKETING?**

If the prospect is not ready to join the program or use the product, but has not yet said ‘no,’ you need to be patient with such a prospect. Depending on the slightest interest your prospect showed on product or opportunity, you send them educational e-mails. For example, if they were keen to know more about health products, send them health-related e-mails/videos once or twice a month. I have personally seen the drip system working where the prospects have become members or consumers even after one or two years.

## **3 FUNNELS THEORY**

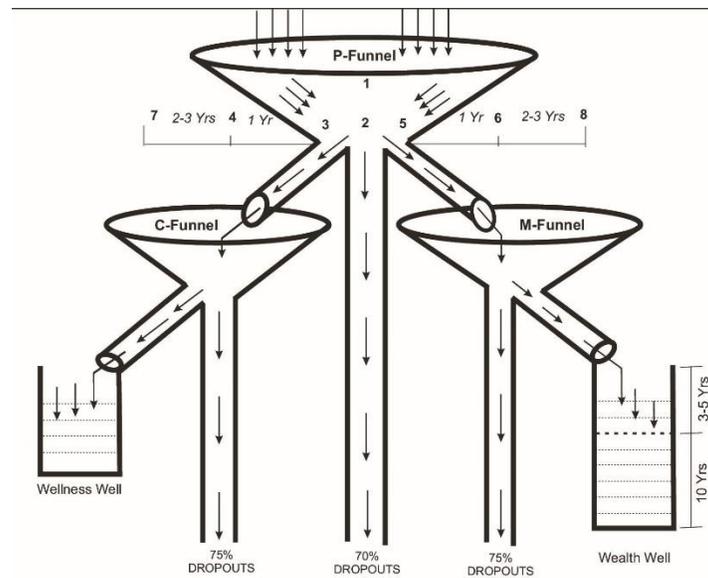
### **RETENTION OF CONSUMER AND MEMBERS**

In any new business, the first and foremost challenge is to find a prospect, then approach them, and finally convert that prospect into a customer. But the biggest challenge is to retain prospects and keep them as life-long loyal customers. Successful companies understand the concept of retention extremely well and dedicate a special department that collects data from their customer database in various ways namely feedback forms, loyalty card transactions, customer satisfaction surveys, personal invitation to special functions, and regular invitation to many promotions such as complimentary facial and/or make-up, invitation to new product launch etc.

Compared to how traditional companies collect data, in Network Marketing; distributors should collect information on their customers. This is where the business becomes daunting and a lot of ingenuity and creativity is required to cover these colossal daily chores. Per Direct Selling data, 9/10 distributors drop out of the system in the first year. If 90% of the customers and distributors drop out from your business, you can well imagine what will be the outcome of your business.

The Three Funnels Theory will give you a guideline to the process it takes to convert and retain prospects to either consumers or distributors/business builders. The 3 Funnels are:

1. Prospect Funnel - P Funnel.
2. Consumer Funnel - C Funnel.
3. Member Funnel - M Funnel.



### The Three Funnels

If you look at the top of the prospect funnel, you will note that there are many prospects flocking into the funnel. These prospects are either warm/cold prospects as per System A and have come into your P Funnel because you have approached them. Getting the prospect is the first step, but converting them into consumers or members is the next important step; conversion will only take place if you bring in more prospects.

Remember the following simple formula:

No Prospects = No Consumers/Members.

More Prospects = More Consumers/Members.

Say, if you talk to three individuals per day, you are approaching 90 prospects a month or over 1,000 prospects per year. This is a critical part of your Network Marketing business. Your business growth is directly proportional to the number of people that are coming into your P Funnel. The law of averages in Network Marketing says that the percentage of people who want to try/use your product as a consumer will initially be 10%. And as you perfect your prospecting skills, the figure rises to 30%.

The same rule applies for people who join your company to become a member to earn extra income. Initially, 10% of the prospects will join as members and this figure will increase to 30% with the time that you dedicate to prospecting.

## **PROSPECT FUNNEL/P-FUNNEL**

Prospect Funnel (P-Funnel) is the first funnel where all your prospects gather. The following critical process takes place from point one to two, which was discussed earlier in *Natural Approach*, System D - and this is the most vital part of the business.

- a. Find the need, want, interest, and problem(s) of your prospects.
- b. Once you know their problems (either health or money), ask qualifying questions.
- c. If they are ready to use the product, sort them to C-Funnel. If they want to use the product and earn money, shift them to M-Funnel.
- d. The rest of the prospects who do not want the product or refuse to become a member are rejected. This comprises of 70% to 90% of the total prospect and they all fall out of the P-Funnel.

## **CONSUMER FUNNEL/C-FUNNEL**

The number of consumers entering the Consumer Funnel will be 1 to 3 per month. There are 2 categories of consumers, namely the sick and the healthy. Sick people consume the product along with their medicine to get rid of their sickness. Healthy people take the product to avoid falling sick and to boost their energy and immune system. In any given year, on average, you will get 24 consumers, out of which 75% will stop consuming the product in the first year for one or other of the following reasons:

- a. They did not see the benefits of the product fast enough and got impatient and stopped using the product and fell through the C-Funnel.
- b. The distributor did not follow up with the consumers when they needed further advice on the usage of the product.
- c. The consumers cannot afford to buy the product.
- d. The consumers got busy with their work or moved out of town.

## **THE WELLNESS WELL**

From the C-Funnel, 25% of the consumers move into the Wellness Well because they like the product and saw the benefits - only the loyal lifetime consumers go into this well. From this well, some of the consumers may move into the M-Funnel and become members. They want to buy the product at the discounted distributor price - they are called consumer members.

## **MEMBER FUNNEL/M-FUNNEL**

Those coming from Prospect Funnel to Member Funnel come to earn extra or secondary income. Initially, they become consumer/members and after a few months, they convert to consumer/distributor. It is extremely important for members/distributors to be consumers because they need to experience the benefits themselves before they share the benefits to their prospects.

In the M-Funnel, we see members becoming Star Agents, Star Rubies, and even Star Diamonds in a year's time and sometimes, within one year they discontinue doing the business. As per Direct Selling data, 90% of new members drop out in the first year because they think they cannot succeed. Following are some of the criteria, which are the contributing factors for this drop-out rate:

- ✓ They don't earn enough money as was promised to them or did not achieve the money goal they had in their minds.
- ✓ They joined because of the hyped seminars or highly charged speeches of leaders.
- ✓ They want to socialize and be a part of an activity (as mostly seen in the Gulf countries).
- ✓ They are forced to join by peers/relatives.
- ✓ Their membership has been paid by their sponsors.
- ✓ They joined because of somebody else's burning desire.
- ✓ They join by looking at big bonuses and achievement of the leaders.

It is sad to see Star Diamonds who stop working and fall out of the system - mainly because of their low bonuses. Only 20% reach their goal and enter the Wealth Well.

### **WEALTH WELL/FORTUNE WELL:**

Those entering the Wealth Well are the focused and committed Star Rubies and Star Diamonds who have dedicated their time for up to two years in this business. They are called loyal distributors who ultimately become successful leaders and reach the Crown Diamond status. These successful leaders develop more leaders in their team. The Wealth or Fortune Well is initially shallow but with every passing year, it gets deeper and deeper. After three to five years, the leaders start getting residual income. Residual income in Network Marketing is an income you get after putting in five to seven years of hard work and effort; this income is steady. To get this residual income, you need to put very little effort afterwards. This residual income finally gives the leaders financial freedom. It is the dream of a networker to reach this state of financial freedom.

The figure that I have mentioned of 10-30% and the status to reach Crown Diamond in five to seven years is for an average networker. There are of course exceptional networkers who can close more than 30% of their prospects and reach Crown Diamond and start earning more than \$10,000 in less than five years.

# Worksheet

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Do you think follow up is important? If yes, why?

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What kind of follow up system do you have?

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What is the difference between follow up and follow-through?

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What is the *Drip System*?

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What are the 3 funnel in the recruitment process of your business? Name them:

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What will you do to increase the number of prospects coming to the P Funnel?

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What ideas do you have to retain your consumers?

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How do you hold on to Star Diamonds in your M-Funnel?

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What is the percentage of consumers/members you are converting every month?

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Calculate the conversion number if you prospect 85 people, out of which 10 go to C Funnel and 6 to M Funnel?

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