










HOW TO BUILD AND MAINTAIN RELATIONSHIPS WITH CUSTOMERS


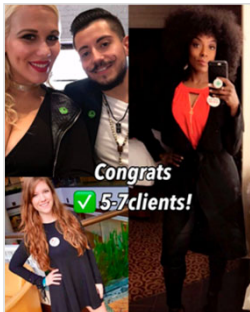

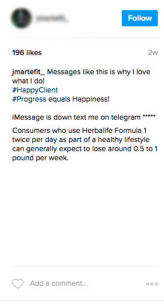
Thanks for joining us for the Herbalife social media training on How to Build and Maintain Relationships with Customers.

What We'll Cover Today

- Expand your circle of influence online
- How to build and maintain relationships
- Tips for using groups and messenger apps

Here's what we'll cover today – First, we'll talk about how to expand your Circle of Influence online. Then we'll discuss how to build and maintain relationships online AND we'll share tips on how to use groups and messenger apps.








Expand Your Circle of Influence

- Connect with people from earlier in your life
- Think of 5–7 people you met recently
- Connect with your Herbalife network
- Ask yourself each week, “How can I expand my circle?”








First up, let’s talk about how to expand your Circle of Influence on social media. This refers to the number of people around you that can help boost your business.

Think about connecting with people you already know. They could be past coworkers, former classmates or childhood friends.

Now think about people you’ve met recently. These could be people you’ve met at weddings, a work event, church or school.

Next, identify five to seven of these people you can connect with on social media today. This is a great first step to increasing your Circle of Influence. If you haven’t already, be sure to take the “Use Social Media to Attract New Customers” training.

And don’t forget to connect with your Herbalife network, such as fellow distributors and your existing customers.

Make a habit of asking yourself each week how you can expand your circle and act on it.



Building Relationships with New Customers

So what does it take to start building relationships with new customers on social media? Let's listen.

Click on the link to watch the video:

[Tips for Building Relationships with New Customers](#)



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So what does it take to start building relationships with new customers on social media? Let's listen.

[play distributor video]

Make a Meaningful Connection

- Be genuine
- Engage with likes or comments
- Post client or team recognition
- Remember that buying followers or likes is not allowed
- Don't mass follow

Next let's talk about how to make meaningful connections with people online. As with everything in social media, authenticity is key! Being genuine is a critical first step in making meaningful connections. Send a personal message when you first connect with someone on social media to help them feel your genuine interest. We love these examples of building these relationships and sharing meaningful shout outs to your new customers within a few weeks of working with them. This will help them feel like a strong part of your community, and benefit from the encouragement your community will give them!

You'll also want to avoid following too many people at one time. This is called mass-following, and may send a signal to the social media companies that you are abusing your account. You don't want to be considered a spammer! It's important to note that Herbalife prohibits buying followers or likes on social media.

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Attracting People to You and Herbalife

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- Be more interested than interesting!
- Share your journey and be a shining example
- When someone expresses interest, private message them to find out their goals and ask how you can help



Important: If someone likes/comments on your post it doesn't automatically mean they are interested in product







Now let's discuss best practices for attracting people to you and Herbalife through social media.

A big thing to remember is to be more interested than interesting. If you show interest in your followers or others you are hoping to connect with, they are more likely to be interested in who you are and what you do. We love these examples of fun, interesting and inspiring posts from distributors!

If you don't receive responses back from people right away, that's okay and is totally normal. Don't let that slow you down.

Next, continue to share your journey and be a shining example to others. By showing you can walk-the-walk, you will build trust and interest with your audience.

If someone does ask you for more information, take that to a private conversation instead of discussing on a public thread. Ask them about their goals and how you can help.

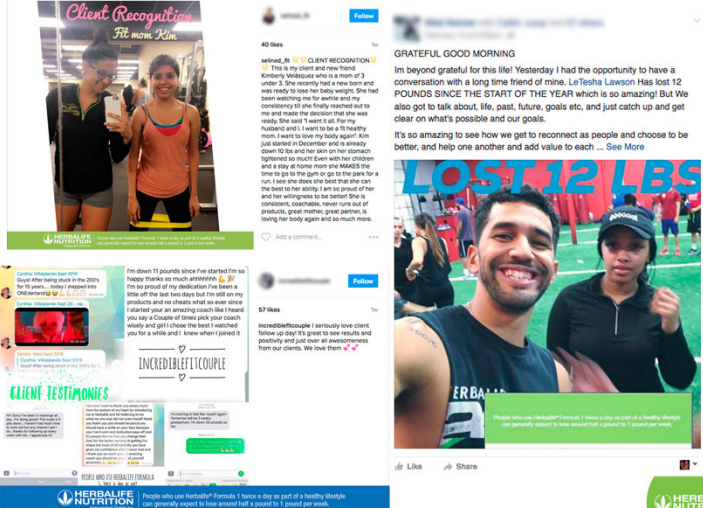
Keep in mind that a like or comment on one of your posts does not always mean that person is interested in product.


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Maintaining Relationships by Engaging Online

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- Offer support and encouragement on their posts
- Check your notifications daily and respond in a timely manner
- Make sure to follow up with your customers and keep them engaged
- Like, comment or share with your circle of influence throughout the week





Now let's talk about ways to maintain relationships by engaging online.

Offer support and encouragement on your customers' or friends' posts. A

simple comment such as "Great job!" or "Keep it up!" can go a long way.

Timeliness is key when replying to customers on social media. Always check your notifications on a daily basis and respond to people in a timely manner.

When messaging customers, make sure to talk to them on the accounts where they're active and you have a connection. For example, if someone reaches out to you on Facebook, don't try to carry on the conversation on Instagram.

Make a habit of engaging with your customers on a regular basis. Aim for liking, commenting or sharing their posts at least two to three days per week.

And invite friends who are interested in product to Facebook, WhatsApp or Telegram groups. Just make sure to ask them first before adding them.






Feature Customers in Your Content

- Recognition posts
- Before and after photos
- Shout-outs

BE SURE TO GET PERMISSION BEFORE POSTING PHOTOS OR VIDEOS OF OTHERS

Ahhh my business partner and friend is beating her results! She is a mommy so of course that came with low energy, unhappy, rushing and dragging throughout the day. She started her nutrition plan and followed it consistently and now is down -50 lbs, new perspective on life, happy, gained energy and has more life!

Ahhh transformations like this makes me so happy

If you're seriously ready for a change and want to FEEL good shoot me a message and let's get you started today! ... See More

208 lb / Jun-16



50 lb - Goal 75 lb down

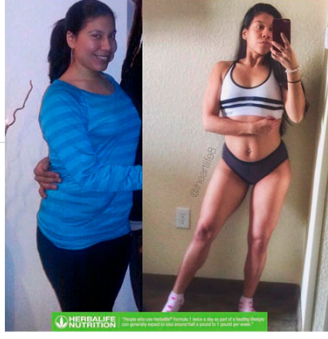


Like Comment Share

CLIENTS RESULTS

Wahooo! Give it to my client and friend Mariana Pat for losing already 6 whole pounds! She feels absolutely amazing and committed! This is only the beginning to her health journey. I love being able to help my classmates from HS. I cannot wait to see her next results.

If you're looking for more energy, lose inches off the waist, gain lean muscle or an overall healthy active lifestyle change to feel comfortable in your skin don't hesitate to reach out to me. I would love to help you!



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255 likes

celesteccrichmond Happy Saturday!

Congratulations to my Sis @theheartlife for taking her progress to another level! She continues to beat her Herbalife Program and healthy active lifestyle! 🌱 No Excuses

Positive Mental Attitude
Willing to work for it
Supported by Community
Supported by Coach

Go Nancy! GO!! #inspired
#fitness
#nutrition
#goals
#swimsuits
#leanmuscle
#flat tummy

stevekeydel Amazing transition, Congrats! theheartlife @stevekeydel thanks

Add a comment...




Featuring customers in your content is a great way to build and maintain relationships.

Consider doing some recognition posts where you highlight the success of someone in your network. Maybe they've reached a weight loss milestone or hit a big business goal. After getting their permission, sharing their photo with a genuine comment of praise will mean a lot to that person and your audience.

Sharing before and after photos of customers is another way to showcase the accomplishments of others. It's a great way to keep people motivated and build people up. Remember to use appropriate disclaimers.

Think about any shout outs you can share to show your commitment to helping others in their journey.








Use Messenger Apps & Video Conferencing

- Communicate privately for one-on-one discussions
- Group messages can be quick and easy
- Invite members to Fitness Club workouts or events
- Mobile apps make it easy to stay in touch with customers on the go








Now let's go over using messenger apps and video conferencing as communication tools.

Messenger apps allow you to communicate privately in one-on-one discussions with people. They are also great for sending messages to groups of people.

Consider using these kinds of apps to invite customers to Fitness Club workouts or events. These are all available as mobile apps which make them easy to stay in touch with customers on the go.

Create a Community with Facebook & Telegram Groups

- You can create public or private communities
- You can have multiple groups for different audiences, such as your downline and/or your customers
- Ask your upline if they have a group you can join to learn more

TIPS FOR MANAGING A GROUP

1. Create community guidelines
2. Be a good host, ask questions of the group
3. Feature regular topics, such as success stories
4. Use private message for one-on-one discussions

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Now we'll go over how to create a community with Facebook Groups.

Groups can make people feel like they are a part of a community because they can see other people going through similar challenges and can ask questions and be encouraged by others.

Groups can be public or private.

They can also be created for different groups of people that you communicate with regularly. For example, you could have a group for your downline, one for your customers, one for fellow distributors, etc.

Here are some things to remember when managing groups:

First, establish community guidelines. What types of content can people post? Are status updates automatically approved, or is there a process? Who can invite others to join?

Second, be a good host. Ask questions, share ideas and engage with others.

Third, feature regular topics such as success stories, upcoming events, product features, and more.

And fourth, take any one-on-one discussions to a private message.







Tips for Using Facebook Groups & Messenger Apps




- Share results
- Use groups to keep your customers engaged and continue to build your online community
- Recognize customers and downline achievements in the groups
- Ask questions





ALWAYS ASK FIRST BEFORE ADDING PEOPLE TO GROUPS










Now let's talk about some tips for engaging in Facebook Groups and messenger apps.

Share results and milestones of the people in your community. This will foster encouragement from the group and can boost participation.

You can use groups to schedule specific meetings or events, such as Fitness Camps. You can also use them for polling members.

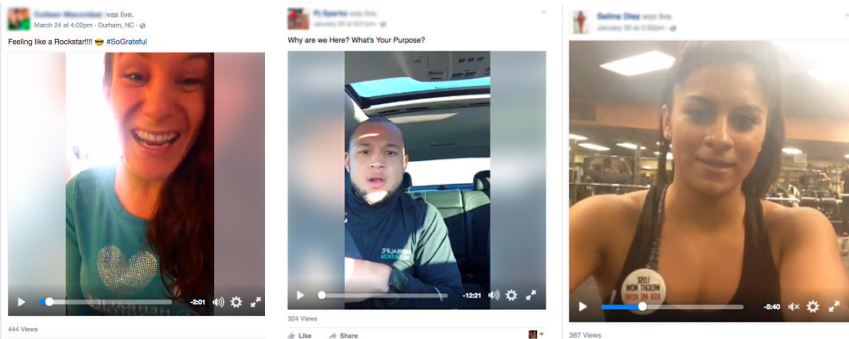
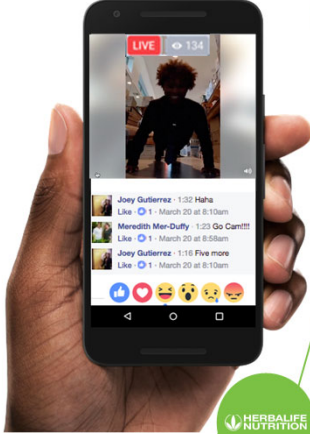
Asking questions of the community is always a great way to get people talking. Ask something that everyone could weigh in on – such as their best workout tip or their favorite healthy meal this week.



Again, always ask people if they want to join a group before adding them.

Try Live Streaming for a Real-Time Connection

- Many distributors use live streaming on Instagram and Facebook
- You can connect with customers and answer questions in real-time
- Prepare in advance: be ready to ask questions or teach something

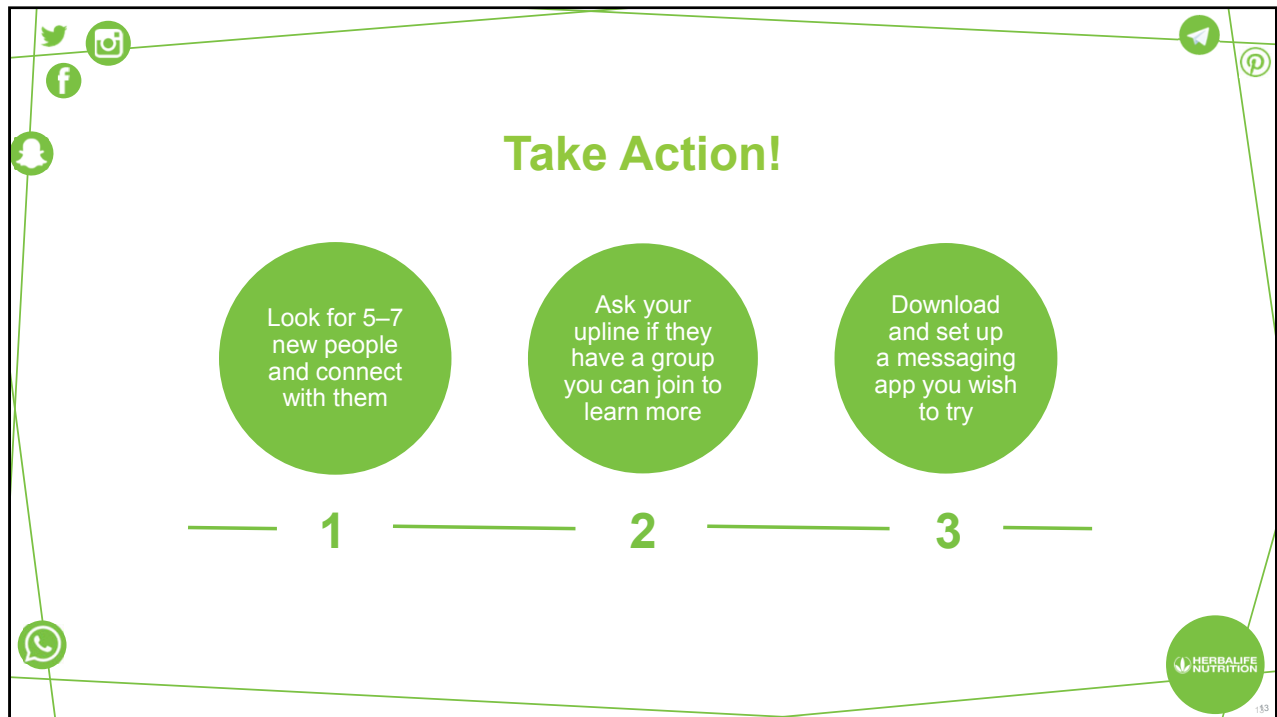



Next, consider live streaming to establish a real-time connection with your followers.

Many distributors use live streaming on Instagram and Facebook with great success.

This function allows you to connect with customers and answer questions, or show what you're doing in real time. It's a great tool for getting instant feedback and conversation from your community. Prepare in advance before you start streaming. Be ready to ask questions or teach something to those who tune in.



Wow, we've covered a lot in this training! Now it's time for you to take action!

First, look for five to seven people in your life that you're not currently connected with and add them on social media.

Second, Ask your upline if they have a Facebook or Telegram group you can join to learn more.

Third, download and set up a messaging app to try and explore.



Thank you for joining us today! Check out more of the social media trainings for more inspiration!