

## **ILENE MECKLEY'S OHPRA SYSTEM for CUSTOMER CARE CALLS....revised with Premier Language**

1. One key to success is making regular contacts
2. Make 5-10 contacts per day
3. Work from the HEART and track each day's contact using the "Working from the Heart" Tracking System or use a spiral...
4. List the name & # of the person you contact and check off for asking the following 5 questions with each customer.
5. Calls should only take 3-5 min. depending upon their responses.
  - **Start each conversation with....** "Hi \_\_\_\_\_ this is Jan the Jewelry Lady with PREMIER DESIGNS JEWELRY...are you interruptible?"
  - **(If not..."Oh that's okay I totally understand...when would be a better time to give you a quick call?")**
  - **(If no answer...leave a message..."Hi \_\_\_\_\_ it's Jan the Jewelry Lady with PREMIER. So sorry I missed you... I'm just focusing today on providing the best customer service possible in my jewelry business and wanted to give you a call and see if I can serve you in anyway...I will try you again later.)**

*"Right now I'm focusing on providing the best customer service possible in my jewelry business. I'd like to ask you a few questions to see how I can help you."*

**O = OPPORTUNITY**...*"One of the things I love to do is help others start their own home-based business. Have you ever thought about doing something alongside your family and other activities to earn extra income?" (if yes...schedule a time to share...) If no..."Keep it in mind for future or if not for you maybe someone you know".*

**H = HOSTESS**...*"We also have one of the very best hostess plans. What has been your experience with being a hostess?...Well...I'm on a mission to give away \$2000-\$3000 in FREE JEWELRY these next few months...what would you think about getting in on that? (If she says yes...date her show) Actually there is a GREAT SPECIAL going on right now...and I have **just 3 open dates!** If you grab one of my open dates **today** I'll give you and EXTRA \$50 in FREE jewelry! (Get the date)*

**P = PERSONAL SHOPPING SERVICE**...*"I love helping ladies get gifts for people on their list throughout the year...even for those who are sometimes difficult to find gifts for...Do you have anyone like that on your list? I'm going to be out and about this \_\_\_\_\_ (give a day)...What would you think about me popping by to show you some of our new spring jewelry? (If you cannot find a time to stop by in person ...offer to mail a catalog...be sure to include a coupon and follow up).*

**R = REFERRALS**...*"I'm really trying to grow my referral business...Do you know anyone that I could contact just check and see if they have ever heard of PREMIER JEWELRY and if they HAVE, do they HAVE a jewelry lady... I'd love to give you a special gift for anyone you refer to me."*

**A = APPRECIATION**...*"Thank you for your time."*