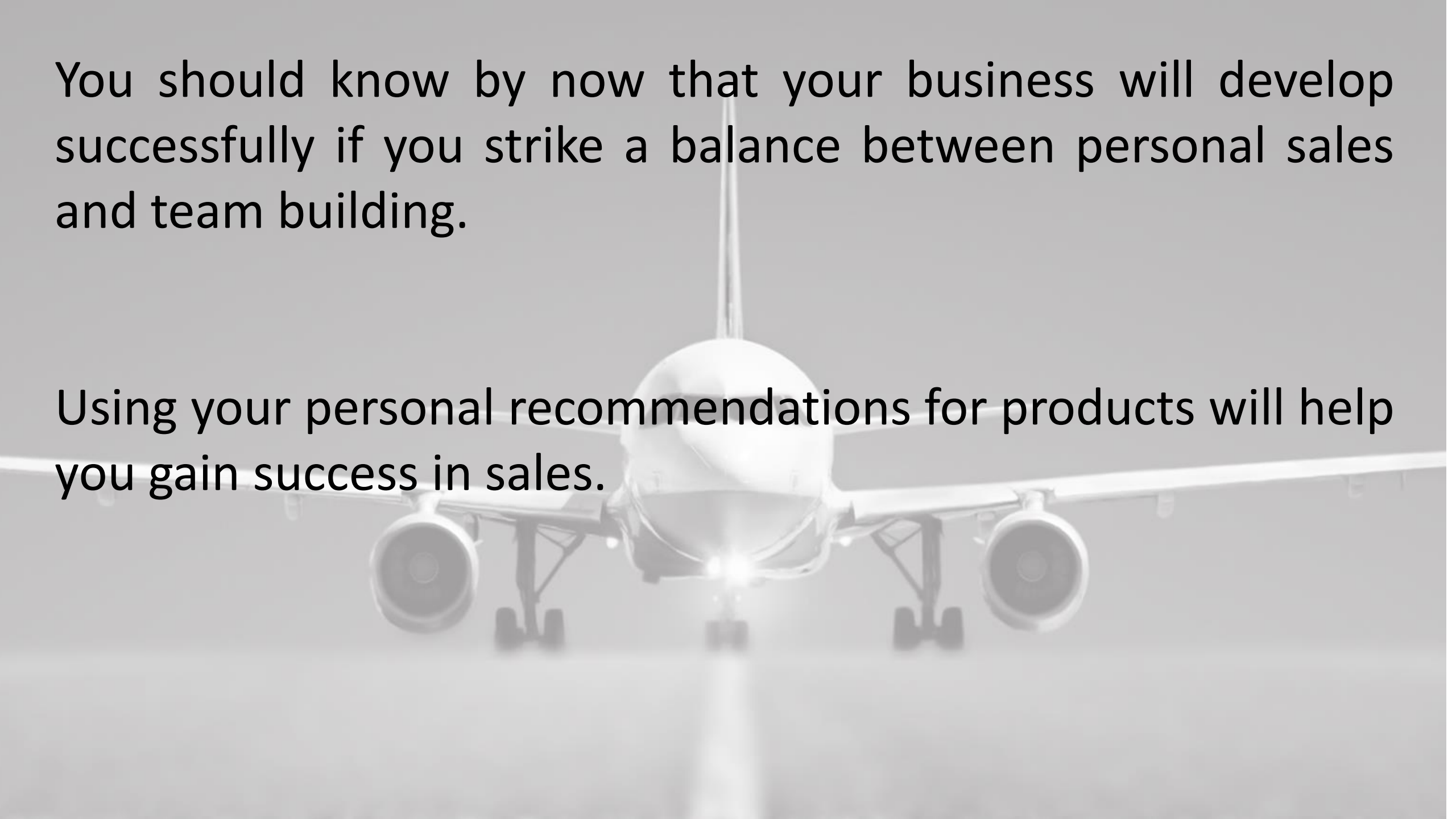


WORKING WITH CUSTOMERS



You should know by now that your business will develop successfully if you strike a balance between personal sales and team building.

Using your personal recommendations for products will help you gain success in sales.

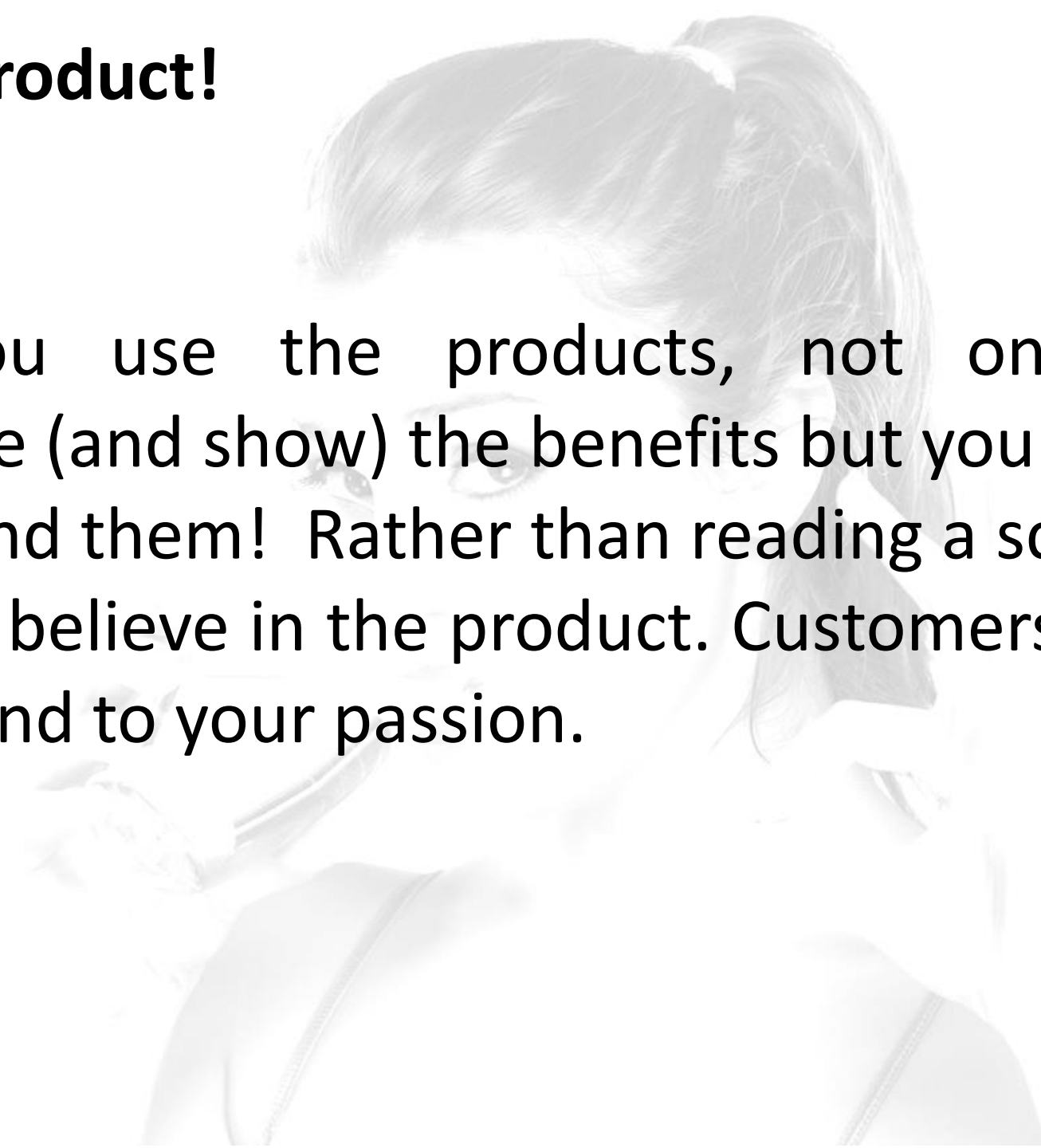




What can a Coral Club
Distributor do to
effectively recommend
products?

1. Use the product!

When you use the products, not only can you experience (and show) the benefits but you can honestly recommend them! Rather than reading a script, you can genuinely believe in the product. Customers will see this and respond to your passion.





Try the following:

Say some things in favor of something you don't believe in.

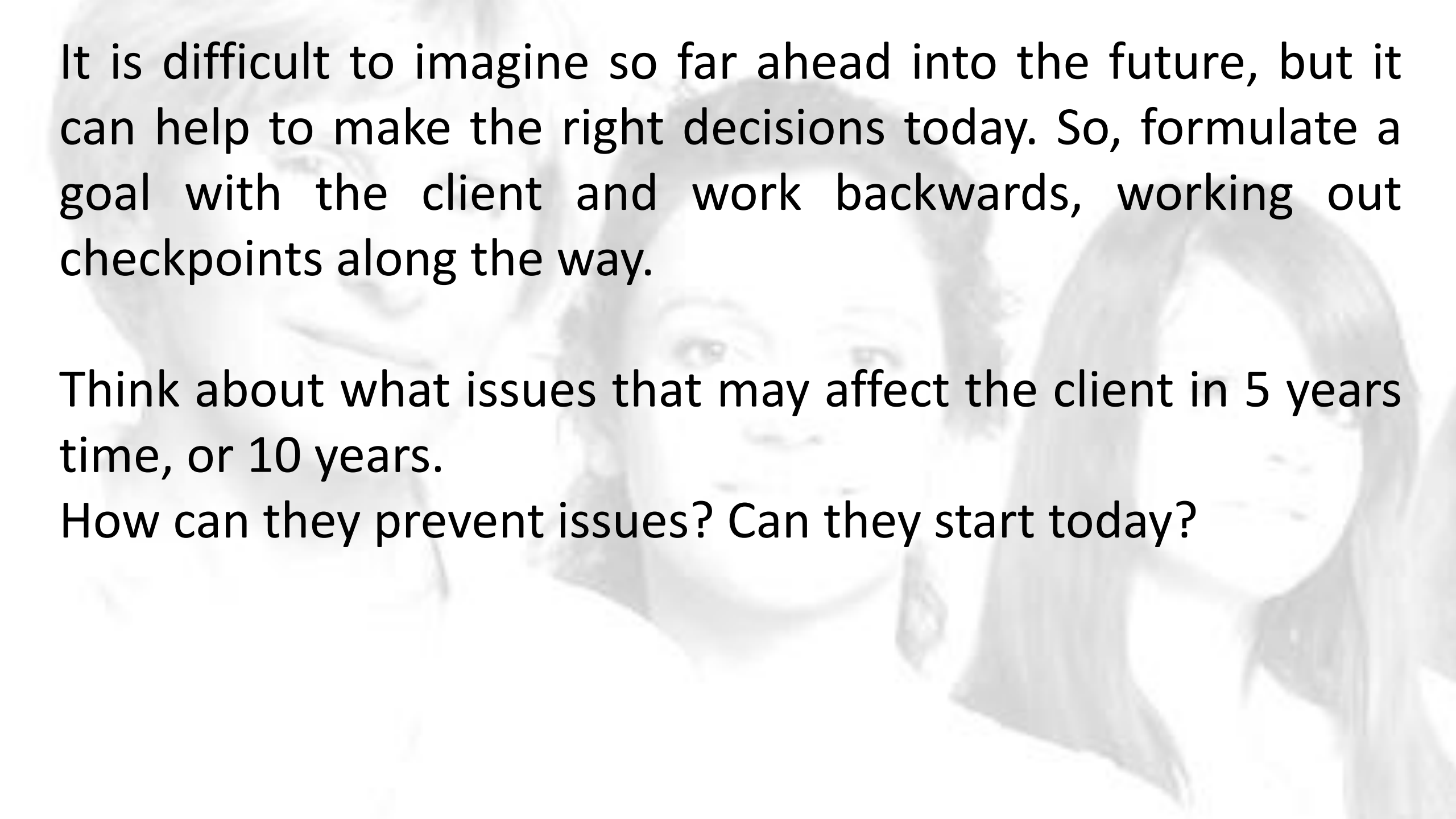
Then say something about what you do believe in.

Hear any difference?

2. Work out the client's goals.

We all need goals. They help you focus and give you perspective. Usually, people think about professional and personal goals, such as buying a house and starting a family. But what about health goals?

It is important to create a health strategy for 5, 10 and 20 years ahead. Ask how the client sees their health in 20 years.



It is difficult to imagine so far ahead into the future, but it can help to make the right decisions today. So, formulate a goal with the client and work backwards, working out checkpoints along the way.

Think about what issues that may affect the client in 5 years time, or 10 years.

How can they prevent issues? Can they start today?



3. CREATE A PROGRAM, you may need to make adjustments based on your customer's budget.

4. Talk to the client about the benefits



Find out what is most important for the client:

- Product efficacy
- Price/value
- Reaching their long-term goals
- How convenient a product is to use
- Safety
- Brand

To highlight our products' strengths, create a digital album with your other clients' results from using our products. Periodically update your collection with new reviews and photos.

For those hesitant to buy because of the "high cost", take a program and break down the cost into days. Then show that the daily price of the product is cheaper than, for example, the cost of one cake or a cup of coffee, but has more benefits.

You can also talk about the 20% discount and rewards available to customers.

Talk about the Concept of Health, the holistic approach working from the cells up to our entire body. If they're particularly interested in long term goals, discuss how Coral Club has existed for 20 years and is a reliable and trustworthy brand on the market, this highlights not only product reliability but long term prospects and the strength of the brand.

5. Contact with your client

Having explained the program, arrange the date of your next telephone conversation with the client.

Make the first call in a week to find out if the client is taking the products, whether the product regimen is clear, and how they feel.

Further, regularly (once every two weeks, at least once a month) contact the client in order to support them and answer questions.

6. Develop a “conscious” consumer

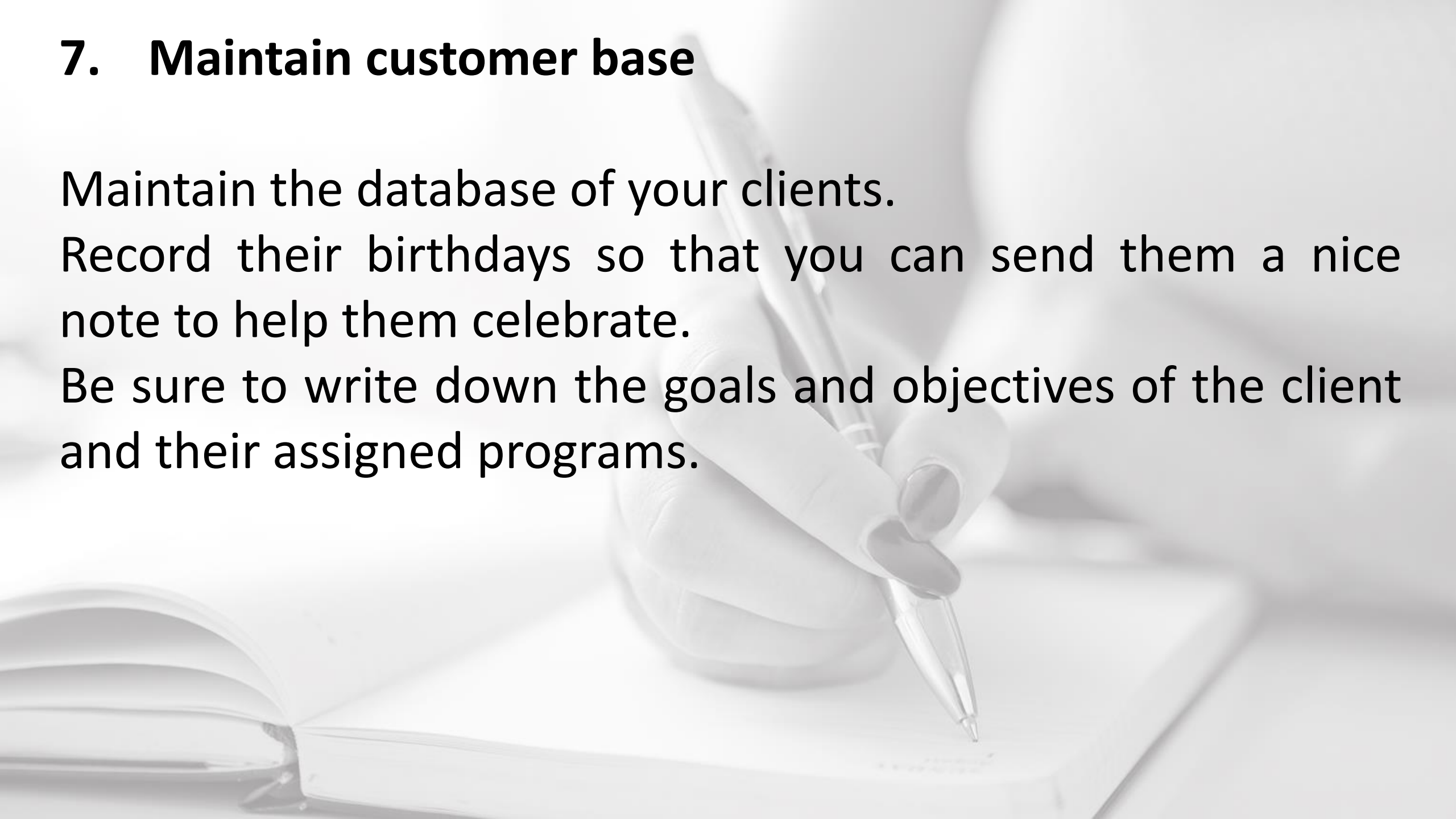
Lead groups in social networks and messengers, and connect your consumers to these groups. Publish the results of using products, answer questions from clients and share important information here.

7. Maintain customer base

Maintain the database of your clients.

Record their birthdays so that you can send them a nice note to help them celebrate.

Be sure to write down the goals and objectives of the client and their assigned programs.





YOUR TASK

1. Explore additional materials on the CBA website. <https://cba.coral-club.com>
2. Start recommending the product to Customers.

