

HOW TO KEEP YOUR CUSTOMERS FOR LIFE:

by ECs Tony & Diana Procopio

Our Personal Customer Facts: We have 26 personal customers that add up to 36 customer points. With the exception of 1 customer (who moved from CT to MN, and could no longer be our customer), we have a 100% retention ratio.

By using the FREE tools provided to us by Ambit Energy in PowerZone and by being diligent about making sure our customers have the best savings plan available to them: Our customers have saved an average of **10.1% for 36 months**, which is **\$9,454 in combined savings**. As a result, our residual income has grown every single month since partnering with Ambit Energy, by teaching the consultants on our team to take care of their customers in the same manner. This is real, bottom-line savings for all of our customers. So, how are we able to do this?

1. Go to POWERZONE (www.AmbitEnergy.com>Consultant Login) & Set up ALERTS & WIDGET
 - a. PowerZone > My Business > ALERTS
 - b. Personal Customer Status Change –Text and Email
 - c. 45-Day Guaranteed Savings Expiration Alert – Text and Email
 - d. 30-Day Term Expiration Alert – Text and Email
 - e. Bring the Customer Renewal Reminder Widget to the Top Left of your Dashboard

2. ASK THE RIGHT WAY: We all have access to the customer gathering training, so we're not going to get into that aspect. But, there are some things that need to be done at the beginning to help you keep your customers for life. Ask for the Favor...and here is why:
 - a. If you acquire customers based on price alone, you will lose based on price alone. While we have proven to be the JD Power #1 company based on price, customer service and renewals, no single company can have the lowest rate every single day of the year.
 - b. If you ask based on saving a little bit of money AND you inform them about why you are doing this business (your why), you will retain them longer because they are on board with helping you out, as long as they are saving money.
 - c. If you attach your WHY to the conversation, they may be more likely to become a consultant because they have their own reason WHY, after hearing yours.
 - d. If you attach your WHY, you can remind them in your Thank You card that they are still helping you out by being your customer. And, that may prompt them to become a consultant later.

3. SIGN UP YOUR CUSTOMER, MAKE SURE THEY VERIFY, & SET UP THEIR WEBSITE LOGIN:
 - a. Ask them if it's OK to set up their username/password and to put you in as a secondary contact on the account.
 - b. You can view all of you customers on PowerZone>My Business>Customer Reports>Total
 - c. Create a Username and Password
 - i. Go to www.ambitenergy.com > "Customer Login"> "Register MyAmbit Account"
 - ii. Enter the customer's A# (Ex: A1234567)
 - iii. Pick a Username: We use First+ Last Name (all in a row, no caps)
 - iv. Password: Something you'll remember (use the same for all your customers to keep it simple)
 - v. Set up 2 Security Questions: We use Favorite Hobby? (a sport) and Favorite Sports Team? (pick one). Again, keep it the same for all, and RECORD IT SOMEWHERE!
 - d. Now, you can login anytime for them to change rates, look up rewards & free energy referrals, etc.
 - e. If they haven't already verified, email all of this info to your customer IMMEDIATELY.

EXAMPLE EMAIL WE SEND TO CUSTOMERS:

Hi (Customer),

Thanks for being my loyal Ambit Energy customer! While I help you save money, you are helping me pay for my granddaughter's college fund...and I really appreciate it.

FINAL STEP: Please call (866) 942-6248 to verify your savings plan. Your Ambit Energy account # is A1234567. If you don't have a chance to call: Our 3rd party verification company will attempt to reach you once a day for 6 days. The documents they will refer to on the call are attached. Please don't ask them any questions, they are only a verification company. Just answer "yes" to everything and direct any questions to me.

In addition to savings, you will also receive:

- FREE 3-day, 2-nite hotel stay (website and redemption code will be in your Welcome Letter from Ambit Energy that arrives in the mail.)
- FREE Personalized Referral Website (www.A#####.joinambit.com)
 1. Your login Username is _____. Password is _____.
 2. Your security questions are Favorite Hobby? (a team sport) & Favorite Sports Team? (a team name).
- FREE Travel Rewards just for paying your utility bill
- Refer 5 customers = Deluxe Travel Package
- **Refer 15 customers = Free Energy for Life!**

Please call me anytime with questions.

*** As a part-time consultant with Ambit Energy, I'm creating (and helping others to create) a permanent six-figure income in 5-10 hrs/wk. If you would like to find out how you can do the same (or you know anyone who would like to learn more) please take a few minutes to view the video on the website below.

Thanks again for helping me out!

4. SEND A HAND-WRITTEN THANK YOU CARD
5. Once this is all done, then it will only take you about 1 minute per customer, to renew them before their plan expires.
 - a. You can check their travel rewards
 - b. You can access their FREE 3-Day/2-Nite Hotel certificate in the Messages Box and send it to them in PDF via email, or printed in their Thank You Card. Most people never find the website and code for their hotel stay (even if they open the welcome letter from Ambit that they receive in the mail), so reminding them about it and sending it to them will help them realize more value in being your customer.

Bottom Line:

Keeping a customer for life is all about managing expectations. If you ask someone you know, love or trust, and you save them a little bit of money and they know it's helping you, they are happy to do you the favor. And, if you make sure are always saving them a little bit of money (by managing their savings for them), and then they find out AFTER that they get a FREE Hotel Stay, FREE Travel Rewards, and the opportunity to get FREE ENERGY...then you have under-promised and over-delivered. There is no reason for them to leave you. And, that is how you keep a customer for life.