How-To: Sampling System

1. **Start a Conversation & Offer a Sample**
   - When having a conversation with a potential customer, sharing a sample may be the appropriate next step. Ask, "Why not try a sample and see for yourself? With your permission, I can send you a link."

2. **Share Your Sampling Link**
   - Click the **Sampling Link** tab from My Account. Edit the text, if desired, and then click **Copy Text**. Paste the text and link into a message and send it to your potential customer.

3. **Potential Customer Clicks Link & Purchases Sample**
   - Purchasing initiates a sample confirmation email that contains a product information link.

**OR**

**Share Your Personal Web Page**
- Tell your potential customer to visit the **Sampling** tab and which sample to purchase.

Plexus Sampling
Use the recommended message below to share a link to your My Site Sampling Page and invite your prospective customers to sample some of your favorite Plexus Products. Feel free to personalize your message before selecting the Link to Share. The link can be sent by text message and messenger services on mobile devices.

Invite Your Friends to Try
- Visit your My Site and select a sample product to try. You can also send a link to a friend from the **Sharing** tab.

7 days after purchase, potential Customer receives a follow-up email with a 10% off purchase coupon code.
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3 Days After Purchase Follow-Up:
Create Anticipation

“Did you get your sample package? What do you think? Do you feel ready to start?”

“Let me share some tips on using...”

Check-in to verify that they have received the sample and marketing page. Send any additional information and/or add them to any relevant trial groups.

5 Days After Purchase Follow-Up:
Check-In

“How is it going for you?”

Ask “How’s it going for you?” Answer any questions they might have and send any relevant testimonials/videos.

End of Sample Follow-Up:
Next Steps

“Tell me how it went!”

“Sounds like your next step is to get started.”

Check-in to see how the trial went and suggest next steps to get them started. Or, if they are not ready, add them to your Leads list.

Enroll Them:
The Close

“Good News! Now that your trial is over, you are just in time to take advantage of the 10% coupon code* or <insert current incentive>.”

“Second, you get to choose the way you’d like to be a part of our community. There are 3 ways to participate: as a Retail Customer, a Preferred Customer, or an Ambassador.”

“There are two simple steps to enrolling. First, I recommend Welcome Pack <name> because it addresses your particular health journey.”

*Coupons may not be used in conjunction with other offers. However, customers can use the code for an additional order.

For more training tips:

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