

RE-ENGAGEMENT SCRIPT FOR EXISTING CUSTOMERS AND DISTRIBUTORS TEMPLATE

Context: The script templates aim to empower distributors to re-engage existing customers and distributors.

Part 1: Re-Engagement Script Template for Inactive Customers

Scenario 1: Customer Purchased Once and Never Returned

Conversation A: Customer Responds Positively but Didn't Reorder

You:

Hi [Name], I noticed you tried [Product Name] a little while ago and just wanted to check in. How was your experience with it? Also, if you'd like to reorder the product. I'd love to hear your thoughts.

Customer:

Hey! Yeah, I actually liked it. Just never got around to reordering.

You:

Totally understandable. I'm really glad to hear you liked it, though.

We actually have a returning customer special running this week—it includes [discount/free shipping/bonus sample] if you place your second order. Would you like me to send you the details and purchase link? (This depends on the distributor if he wishes for quick conversion)

Customer:

Sure, send it over.

You:

Great. Here's what the current offer looks like:

- [List offer]
- [How to redeem]
- [Link/order instructions]

If you'd like, I can help you get this placed quickly, or even set up a reminder schedule so you don't run out again. Would that be helpful?

Conversation B: Customer Didn't Like the Product

You:

Hi [Name], I saw that you tried [Product Name] some time ago and just wanted to follow up. I'd love to hear—how did it work for you?

Customer:

To be honest, it didn't really do much for me. I was kind of disappointed.

You:

Thanks so much for sharing that honestly. I really appreciate it. Sometimes results vary depending on how it's used or even how consistently it's taken, and I'd be happy to troubleshoot that with you if you're open to it.

What specifically felt off or underwhelming about the experience?

Customer:

I didn't notice any changes even after using it for a week. (Usually it works for the skincare, h Health, and similar niches).

For other niches, it can be anything negative mentioned about the product.

You:

Got it. That helps. This product usually starts showing noticeable results around the 2–3 week mark, depending on the person, but I understand if you expected quicker changes.

Based on what you were hoping for, there might be another option in our line that fits better. Would you be open to trying a different one or hearing a quick recommendation?

If the previous reply doesn't fit your niche, you can customize as per this template:

Thank you for pointing it out. I apologise for the negative experience you had. Your feedback is valuable to us, and we continuously make efforts to improve our products. In case if you want to give us another chance, I can offer a _____ % discount on the _____ product. It'd align better with your requirements, and if you don't like it, you can avail our _____ day refund policy. Thank you for choosing _____ (company name).

Conversation C: Customer Didn't Respond Initially

You (Day 1):

Hi [Name], I noticed you tried [Product Name] recently and wanted to check in. How did it go for you? I'd love to hear your honest experience.

[No reply]

You (Day 4):

Hey [Name], just following up in case my last message got buried. I'm always looking to improve how we support our customers, and I'd love to hear how the product worked for you—good, bad, or in between.

[No reply]

You (Day 7):

Hi again [Name], I'll leave this here in case you ever want to revisit [Product Name] or see what's new. We're running a returning customer offer this week, so if that interests you, just let me know and I'll send over the details.

Then merge it with the other conversation templates based on the response. If you don't get any response after the last message, keep it minimal to festive and birthday wishes.

Scenario 2: New Product Launch – Reaching Out to Past Buyers

Conversation A: Engaged Customer Interested in the Launch

You:

Hi [Name], I hope you're doing well. I wanted to reach out personally because we just launched a new product in the [category] line, and I immediately thought of you since you've tried [previous product] before.

It's designed to [key benefit] and is getting a lot of great early feedback. Would you like a quick look at what's new?

Customer:

Sure, I'd love to see it.

You:

Awesome. Here's a quick overview:

- Product Name: [Insert name]
- What it does: [Brief 1-line benefit]
- Why it's exciting: [Unique feature/ingredient/testimonials]
- Offer: We're giving early access to returning customers with [X]% off or [bonus/sample/gift].

Let me know if you'd like the link or want help choosing the right one for your goals.

Customer:

That sounds great. What's the price?

You:

It's \$ ____ for [quantity], and with your returning customer offer, it comes down to [discounted price]. If you want, I can walk you through how to order or even place it on your behalf.

If the customer says no, the distributor can offer better pricing to ensure continuous retention.

Conversation B: Customer Curious But Hesitant

You:

Hi [Name], just wanted to share that we launched a new product this week—it's been a popular request from many of our long-time users like you.

It's focused on [problem solved/goal achieved], and since you've used [related product], I thought you might want a look. Would you be open to a quick overview?

Customer:

I'm curious, but not sure if I need it.

You:

Totally understand. Can I ask—are you still working on [goal/concern they had earlier, e.g., energy, skin, focus]?

This new formula was actually designed with that exact thing in mind, and it works really well alongside what you've already tried. Want me to show you how it fits in?

Conversation C: Unresponsive Customer (After Product Launch Message)

You (Day 1):

Hi [Name], I hope you're doing well. I wanted to reach out personally because we just launched a new product in the [category] line, and I immediately thought of you since you've tried [previous product] before.

It's designed to [key benefit] and is getting a lot of great early feedback. Would you like a quick look at what's new?

[No response]

You (Day 3):

Just following up in case you missed my earlier message. We're doing a limited early customer promo this week, and I'd love for you to be included if it interests you.

Should I send you the details?

[Still no response]

You (Day 6–7):

I'll leave this here in case you want to explore later. If you ever want product help, a sample, or just to know what's new, I'm always here. I am sharing the product details in case you get time to check it out.

Conversation D: Customer Tried Previous Product But Had a Concern

You:

Hi [Name], I remember you tried [Product] some time ago—thank you again for that. I wanted to let you know we've just released a new version that a lot of our previous customers have been asking for.

It's been reformulated to address some of the common feedback we received, including [specific improvement]. Would you be open to seeing what's new?

Customer:

Actually, yes. I felt the old one was [concern].

You:

Exactly what we heard from others, too. That's why this new version was designed to solve that. Let me show you a side-by-side or send over the product sheet. You might be pleasantly surprised.

As you are our valuable customer who helped us improve our product, we are running a special discount this week of \$_____ on the new version.

Most probably, the customer will get converted in this case as he feels personally invested.

Scenario 3: Customer Was a Regular But Canceled Subscription

Conversation A: Customer Responds and Says They Paused for Practical Reasons (e.g. Cost, Usage)

You:

Hi [Name], I noticed your subscription to [Product Name] was canceled recently, and I just wanted to check in. How was your overall experience with it before you paused?

Customer:

Hey, yeah I liked it! I just had too much left, so I paused for a bit.

You:

That totally makes sense. Sometimes the shipments can get ahead of use depending on lifestyle. We've recently added some flexible options like skipping a cycle or adjusting the frequency—would you be interested in restarting with a slower schedule?

Or if you're open to it, I can help you find a routine that better matches your pace.

Conversation B: Customer Mentions Cost Concerns

You:

Hi [Name], I noticed your subscription for [Product] was canceled recently. Just wanted to check in—was it a product issue or more about timing or budget?

Customer:

It was more about cost, honestly. I had to cut down a few things.

You:

I completely understand. We all reassess priorities from time to time. I do want to let you know we're currently offering a special returning-customer bundle that gives better value at a lower price point—might make it more doable.

Would you like to see the updated pricing or bundle options?

Conversation C: Customer Said the Product Didn't Work As Expected

You:

Hi [Name], I noticed your subscription was canceled recently and just wanted to check in. I'd love to hear—how did you feel about the product overall?

Customer:

Honestly, I didn't really see much of a difference so I stopped.

You:

Thanks for your honesty—I really appreciate that. Everyone's body responds differently, and sometimes results take longer or depend on usage consistency.

If you're open to it, I'd be happy to recommend something that might be more aligned with your goals. Would you be willing to answer a couple of quick questions so I can guide you better?

Conversation D: No Response After Subscription Cancellation

You (Day 1):

Hi [Name], I saw that your subscription to [Product Name] ended recently and wanted to check in. Was there anything that didn't work for you, or was it just time for a break?

No pressure at all—just here to help if you need guidance or want to revisit later.

You (Day 4):

Just following up in case you missed this. I'd love to support you if you ever decide to return. We have new subscription flexibility and bonus perks for returning customers this month—would you like me to send you the details?

You (Day 7):

No worries if now isn't the right time. I'll leave the door open if you want to jump back in down the line. Let me know if you ever want to explore a better plan or even try something new.

Conversation E: Customer Cancelled But Still Engaged With Brand (e.g. Likes Posts, Watches Stories)

You:

Hi [Name], I noticed your subscription for [Product Name] ended a while ago, but I've also seen you've stayed connected—whether through [Instagram stories, liking our posts, email opens, etc.].

First off, thank you for that—it really means a lot. I wanted to check in because I get the sense you still resonate with the brand. Was there something specific that led you to pause the subscription, or are you just taking a break?

Customer (Possible Reply 1):

Yeah, I still love the brand—I just had to pause for now. I'll probably come back soon.

You:

Totally understandable. That happens more than you think. I really appreciate you staying connected—your interest tells me the product meant something to you.

If and when you're ready to come back, we're offering a special returning customer bundle this month with some added bonuses. Would you like me to send the details just in case it helps you plan ahead?

Customer (Possible Reply 2):

I wasn't getting the same results after a while, so I figured I'd stop for now.

You:

Thanks for sharing that—I really appreciate the honesty. Sometimes our body adapts, or there might be something else going on behind the scenes that's affecting how you respond.

If you're open to it, I could recommend a slight change to the product routine or even suggest a different item from the line that might give you the results you're looking for. Want me to ask a couple quick questions to understand your goals better?

Customer (Possible Reply 3):

Honestly, it was a mix of budget and needing a break.

You:

Totally fair—budget and timing are real, and I respect that you made a call that worked for you. I just wanted to make sure the door stays open if you ever want to rejoin.

By the way, we've just rolled out a more flexible plan where you can customize your delivery timing or switch to a lower-commitment option. Want me to send you a quick overview?

Customer (Possible Reply 4 – No Clear Answer):

I don't know. I'm just browsing, not sure if I'll come back.

You:

No worries at all, [Name]. Even just checking in from time to time is appreciated. I'm here whenever you feel ready or curious again. We've got some exciting new launches coming soon—I'll keep you posted in case one catches your eye.

(If Customer Doesn't Respond After 2 Messages)

You (Follow-Up):

Just circling back here, [Name]. I won't keep nudging—but I'll stay available if you ever want to chat, reorder, or explore something new. Always happy to help however I can.

Scenario 4: Customer Left Positive Feedback But Didn't Reorder

Conversation A: Customer Responds Positively, But Forgot to Reorder

You:

Hi [Name], I was just thinking of you. Thanks again for the great feedback you shared about [Product Name] a while back. I'm really glad it worked well for you.

However, I noticed you haven't reordered since—just wanted to check in. Did you decide to hold off, or is there any concern?

Customer:

Oh, I actually really liked it. I just forgot to reorder.

You:

Totally happens. Life gets hectic.

We're currently running a quick-access reorder promo for returning customers that includes [discount/freebie/priority shipping]. Want me to send the details so you don't miss it?

Conversation B: Customer Loved the Product But Didn't Repurchase for Another Reason

You:

Hi [Name], I wanted to thank you again for the kind words you shared after using [Product Name]. It really means a lot when someone takes the time to share genuine feedback.

I noticed you haven't reordered since, so I thought I'd check—was there something that made you pause, or just not the right time?

Customer:

I liked it, but _____ and didn't feel the need to reorder yet.

You:

Makes sense. We've also released a few new products like _____ that complement what you tried.

Would you be open to seeing a few options to explore next, based on what you liked?

Conversation C: Customer Replied But Didn't Commit to Reordering

You:

Hi [Name], I just wanted to check in again since you had such a great experience with [Product Name]. I wanted to make sure you knew we've got a special bundle available this week for returning customers.

Customer:

Maybe. Let me think about it.

You:

Of course—no rush at all. I'll send over the link just in case, and if you ever have questions or need a quick recommendation based on your earlier experience, I'm just a message away.

Conversation D: Customer Hasn't Responded Yet

You (Day 1):

Hi [Name], I really appreciated your feedback about [Product Name]—so glad it worked well for you.

I just wanted to check in and see if you'd like to reorder or explore some of the newer options we've launched since. Happy to help if you need suggestions.

You (Day 4):

Hey [Name], circling back. If you ever want to jump back in or try something new, I can help guide you to the best options. We're also running a returning-customer special if that helps make the timing easier.

You (Day 7):

Hi [Name], just wanted to touch base one last time for now. Since you had such a good experience with [Product Name], I wanted to make sure you knew the door's always open if you decide to come back to it. Also, we are offering _____ % discount this week, in case if you are interested.

Scenario 5: Customers Who Were Referred But Never Ordered

Conversation A: Referred Customer Showed Interest but Didn't Order

You:

Hi [Name], I hope you're doing well. I wanted to follow up because you were referred by [Referrer's Name] a little while back. They shared how much they liked [Product Name] and thought you might find it helpful too.

You'd mentioned interest in trying it, and I just wanted to check in—did you get a chance to go through the info or take a look at the product?

Customer:

Hey! I did look at it. It seemed interesting, but I never ended up ordering.

You:

I appreciate you taking the time to look! Totally get it—sometimes life gets busy or we're just unsure where to start. That happens often.

We're actually running a limited-time offer for new referrals—[X]% off your first order plus [free shipping/free sample/bonus item].

Customer:

That's awesome!

You:

Would it be helpful if I sent you the link to the product page? You can check all the required details and order from there itself?

Customer:

Yes, that would be helpful.

You:

Great! Here's everything you need:

Let me know if you have any queries. I'm happy to guide you.

Conversation B: Customer Forgot or Got Busy

You:

Hi [Name], just checking in quickly. You were referred by [Referrer's Name] a little while back and showed some interest in [Product Name].

I wanted to ask whether you are still interested in the product or need any guidance.

Customer:

Ah, yes, I actually meant to follow up. I totally forgot—got swamped with work.

You:

That makes perfect sense, and you're not alone there. Lots of people are interested but don't always get time to follow through.

Just to make things easier, we're offering a first-time referral bonus this week that includes [X]% off and a [free sample or bundle]. I can help you get started or suggest a trial size if that feels better. Want to take a quick look?

Customer:

Yeah, go ahead and send it.

You:

Perfect. I'll send you the full details, and feel free to take your time:

- Starter link: [Insert order link]
- What most first-time users pick: [Product suggestion]
- Bonus available until: [Date]

If you want to talk it through or ask anything before ordering, I'm here to support you.

Conversation C: Customer Said “Not Now” Earlier

You:

Hi [Name], I hope you're doing well. We had connected a while back after [Referrer's Name] referred you, and I remember you said you weren't ready to order at the time, which I totally respect.

I just wanted to check in again since we've introduced a few new options and flexible plans that might make now a better time. Would you be open to revisiting it?

Customer:

Hmm, maybe. What's new?

You:

Great question. Here's a quick summary of what's changed:

- New product options: We've added [Product X or Variation Y] based on customer feedback.
- Flexible trial packs: Lower price and smaller size for first-time users.
- Referral reward upgrades: If you order now, you also unlock a gift for [Referrer's Name], which is a nice way to give back to them.

I can send you a quick guide or even recommend one based on your needs. Want to share what you were looking to solve back then?

Conversation D: Customer Didn't Respond at All

You (Day 1):

Hi [Name], I was introduced to you by [Referrer's Name], who mentioned you might be interested in [Product/Category]. I just wanted to reach out and say hi. I'd be happy to send over a quick overview or sample if that helps you decide.

[No response]

You (Day 4):

Hey [Name], just circling back in case my last message got missed. I totally get that it might not be the right time, but we're offering a special new-customer bonus right now for referrals, and I wanted to make sure you didn't miss it.

[Still no response]

You (Day 7):

Hi again, [Name], this will be my last message for now. I just didn't want to leave you out in case you were still considering giving it a try.

If the timing ever feels right or you'd like to explore it in the future, I'm always here and happy to guide you. Appreciate you taking the time to read this. Wishing you all the best

Part 1: Re-Engagement Script Template for Inactive Distributors

Scenario 1 — Distributors Who Signed Up But Never Made a Sale

Conversation A: Distributor Responds Positively But Says They Didn't Know How to Start

You:

Hi [Name], I was just reviewing our team board and saw you signed up a while ago—thank you again for joining us. I noticed you haven't made your first sale yet, so I just wanted to check in.

Was it that the timing didn't work out, or were you unsure about where to start?

Distributor:

Hey! Yeah, I was interested but honestly didn't know how to begin. Felt kind of lost.

You:

Totally understandable and thank you for sharing that. You're definitely not alone in feeling that way. Most new partners don't need to know everything right away they just need one or two simple actions to start with.

If you're open to it, I'd love to walk you through a super-simple 3-step starter approach I share with new distributors. It'll help you build confidence and get your first win fast. Want me to send it over?

Distributor:

Yes, please. That would help a lot.

You:

Awesome. Here's a simplified way to start:

Step 1: Watch this 5-minute video: [Insert Link]

Step 2: Message 3 people from your warm circle using this script:

"Hey [Name], I've recently partnered with a wellness brand I truly believe in. It's helped me personally, and I thought of you because [insert reason]. Would you be open to a quick look?"

Step 3: Share their responses with me, and I'll help you craft replies or guide them through the next step.

You don't need to figure this out alone. I'll walk with you through every stage. Ready to give it a shot this week?

Conversation B: Distributor Mentions Time or Got Busy

You:

Hi [Name], hope you're doing well. I noticed you joined us some time ago but haven't had a chance to get started yet—just wanted to check in and see how things have been.

Distributor:

Honestly, life just got busy. I meant to get into it but it never happened.

You:

That's totally fair—and I appreciate your honesty. If the desire is still there, I can help you re-enter at your own pace—no pressure, just progress.

Would it be helpful if I showed you a low-effort way to restart that can fit into your current schedule?

Distributor:

Sure, I'm open to it.

You:

Perfect. Let's focus on 15-minute tasks you can do even with a busy routine.

This week, all you need to do is:

- Rewatch our Getting Started video
- Reach out to 2 people with a soft intro message (I can send the script)
- Let's do a 10-minute voice call to review what works for *you*

The goal isn't to overwhelm—it's to get you one small win. Would sometime tomorrow work for a quick call?

Conversation C: Distributor Was Excited at First But Lost Motivation

You:

Hi [Name], I was thinking about you today—you were so excited when you signed up and I remember your energy. I just wanted to check in gently because I noticed you haven't made your first move yet.

Has something changed, or did the momentum just fade?

Distributor:

I was excited, but I guess I started doubting myself. Didn't feel like I was cut out for it.

You:

That's actually more common than you'd think. Most people experience that exact dip after signing up—it's the space between excitement and action. Happened with me as well but I overcame it with consistent effort.

But here's the truth: no one is naturally "cut out" for it. You become that person with small, consistent effort—and you don't have to figure it out alone. That's what I'm here for.

Let's build a confidence path just for you. Would you be open to starting with a 7-day mini action plan, just to rebuild your momentum?

Distributor:

Fine, sounds good!

You

OK then, here you go. (Share the action plan)

Conversation D: Distributor Doesn't Respond

You (Day 1):

Hi [Name], just reaching out to check in. I noticed you joined a while ago but haven't started yet. No pressure—but I'd love to understand where you're at and see how I can support you best.

You (Day 3):

Hey [Name], I totally understand if now isn't the right time but just wanted you to know the team is still here for you whenever you're ready to plug back in.

We have some amazing new training, tools, and ways to restart gently. If you'd like me to send a refresher kit or walk you through a 5-minute "restart path," just say the word.

You (Day 7):

Hi again [Name], I'll leave this here as my last follow-up. Sometimes people just need a nudge or the right timing—and I completely get that.

When you're ready, we'll still be here. Your journey can start again anytime.

Conversation: Distributor Changes Their Mind

You:

Hi [Name], just here to check on you! You signed up a while ago, and I remember how excited you were in the beginning. No pressure at all, but I'd love to know if you are ready to get started.

Distributor:

Hey... to be honest, I don't think this is for me anymore. I've kind of moved on from the idea.

You:

Thanks for being upfront—I really respect that. Out of curiosity, was it something specific that made you feel that way? Is it about the compensation plan or the overall idea of MLM?

(If it's about MLM)

Distributor:

I just didn't feel like I could actually do it. Talking to people, making sales—it's not really my thing.

You:

I hear you. And you're not alone in feeling that way. Honestly, a lot of the most successful people on our team started with the exact same hesitation.

But what helped them wasn't being "salesy"—it was just being real, sharing their story, and focusing on helping instead of selling.

Would you be open to trying one soft conversation, something really casual, just to see how it feels?

Distributor:

Okay... I guess there's no harm in trying one conversation.

You:

That's the spirit. No expectations just one genuine message to someone you trust. I'll send over the script now and stay on standby to support you. You've got this, and I'm proud of you for being open to giving it another shot.

(If it's about the compensation plan, products, and more)

Distributor:

- I don't think the compensation plan is generous. I'll look for something more
- I don't think I go well with the products the company offers

You:

Answer to 1st: I get you, but believe me, this is one of the best compensation plans that are offered in the industry. Plus, it's not just the commission, the recognition, rewards, and product benefits make the effort worth it. Well, if you want, please get on the team's weekly video call, and we will explain to you everything.

Answer to 2nd: I understand your point, but if you want to go forward in _____ category, I think _____ has a lot to offer. Before coming to a conclusion, I'd request you to try out other products as well. And if you're thinking of changing the niche, believe me, I completely feel that these products go well with you, as you use a lot of _____ products.

Part 2 – Scenario 2: Distributor Was Active But Stopped Being Active

Conversation A: Distributor Got Busy with Life

You:

Hey [Name], I was thinking about you this week. You were doing so well with [X sales, consistency, team engagement], and I just wanted to check in. I noticed things slowed down lately. How have you been?

Distributor:

Hey! Yeah, I've just been really tied up with work and family stuff. It's been non-stop lately.

You:

Totally get that. Life happens, and sometimes business has to take the backseat. I'm really glad you shared that, and just so you know, we miss having your energy on the team.

Distributor:

I am hoping to get back on track real soon.

The system is still here, and so is your spot. Would you be open to easing back in with just a small step this week? Something simple and light?

Distributor:

Maybe. Depends on what that looks like.

You:

Absolutely. Here's what I suggest—this week, just reconnect with 2 people you once shared

the product with. Just a friendly check-in. I'll send a message template you can use if you want to keep it casual.

We can rebuild your rhythm one conversation at a time. You already proved you can do this. Let's just restart in a way that feels doable.

Conversation B: Distributor Lost Motivation

You:

Hi [Name], I just wanted to reconnect. You were on fire when you started, and I really admired how you showed up consistently. I know things have been quieter lately, so I wanted to ask—how are you feeling about everything?

Distributor:

Honestly? I kind of lost motivation. Felt like I was doing all this work and not seeing much progress.

You:

I appreciate you being real. It's easy to feel stuck when the momentum slows down. That dip is something every builder faces; it's just that most people go through it silently.

The truth is, you *were* making progress. I saw it in the way you showed up. Sometimes we just need a spark to feel it again.

Would you be open to revisiting your original "why?" What made you want to build this in the first place?

Distributor:

I wanted freedom. I wanted to create something of my own.

You:

That's powerful—and still 100% possible. We can restart with clarity, smarter tools, and support. I can show you how others bounced back after a plateau. Want me to help you map out a fresh 14-day restart plan?

Conversation C: Distributor Had Personal Setbacks

You:

Hi [Name], I just wanted to check in. I know things have been a bit quiet on your end lately, and I just wanted to make sure you're okay. No pressure—just here if you need anything.

Distributor:

Hey, appreciate that. I've been dealing with some personal stuff, so I had to step back.

You:

Thank you for sharing that—it takes strength to be open about it. I'm really sorry you've been going through a tough time. Your well-being comes first, always.

Just so you know, there's no expectation from me or the team. But whenever you feel ready, your space in this business is still here. Also, if you need to talk about anything, we are here.

Distributor:

Thanks. That actually means a lot.

You:

Take your time.

Conversation D: Distributor Doesn't Respond at All

You (Day 1):

Hey [Name], I've been thinking about your journey lately—you brought such energy and consistency when you started, and I really miss seeing you around.

Hope all is well on your end. Just reaching out to reconnect.

You (Day 4):

Just checking in again, [Name]. If now isn't the right time, I totally understand but if you ever want to plug back in, even just for yourself, your spot and your potential haven't gone anywhere.

We've also made a few updates that might make things easier. Let me know if you are available to connect.

You (Day 7):

Hi again, [Name]. I'll leave this here for now. Just remember, you're not forgotten. Whether it's one week or one year from now, I'll be here when you're ready.

Scenario 3: Distributor Needs to Complete a Certain PV for Rank Advancement

Conversation A: Distributor Is Aware of the Target but Feels Stuck

You:

Hi [Name], quick check-in—you're just [X PV] away from hitting [Rank Name], and I'm really excited for you. That rank means not just recognition but also [bonus/benefits/team visibility/etc].

How are you feeling about the goal? Need any support to close that gap?

Distributor:

Yeah, I saw that. I really want to hit it, but I'm honestly feeling a little stuck. I don't know who else to reach out to.

You:

Totally get that. When it feels like the list has run dry, it's usually time to approach it with fresh eyes. Want to walk through 3 quick ideas together to create some movement?

Distributor:

Sure, I'm open to that.

You:

Awesome. Here's a 3-day sprint plan I recommend when someone's close to a milestone:

1. Reactivate Past Interest:

Reach out to 3 people who asked about the product before but didn't buy. Use a message like:

"Hey [Name], just thought of you—we spoke a while back about [product], and I've got a special offer that might be perfect for you now. Would you like to take another look?"

2. Flash Offer:

Pick one product and offer a 24–48 hour bonus to close 1–2 quick orders. I can help you craft the post and story. Would that feel comfortable for you?

3. Quick Referral Option:

Ask your happy customers for 1 referral each. We'll count those toward your PV too.

You're honestly just a few steps away from it—and I'll walk with you the whole way. Want to go for it together?

Conversation B: Distributor Didn't Know They Were Close

You:

Hey [Name], just wanted to give you a heads-up—you're super close to hitting [Rank Name] this cycle! Just [X PV] away, and you've got [Y days] left.

How are you feeling about the goal? Need any support to close that gap?

Distributor:

No, I didn't even know! I haven't checked my back office in a bit.

You:

That's okay—it happens. I've got it pulled up here, and you're literally one or two small wins away.

Want me to send a quick breakdown of how you can finish it with minimal effort? It could be one bundle order, a referral, or two quick follow-ups.

Distributor:

Yeah, please send it.

You:

Great! Here's what I suggest:

- 1 Customer: Order of [Product A] = [XX PV]
- 2 Referrals: New customers using your link = [XX PV]
- Upgrade: Offer a loyalty reward or bundle to an existing buyer = [XX PV]

Let's knock this out together. If you want, I can even help you draft messages or do a 15-minute check-in call.

Conversation C: Distributor Seems Unmotivated or Doubtful

You:

Hey [Name], I just wanted to check in with you—you're only [X PV] away from hitting [Rank Name] this cycle. That's a huge step.

I know things have been a little quiet on your end, so I wanted to see how you're feeling about it. Are you thinking about going for it?

Distributor:

Honestly... I'm not sure if I care anymore. I've been doing things here and there, but I'm not really feeling it right now.

Feels like I'm putting in effort and not getting enough back.

You:

I hear you, and I truly appreciate you being honest with me. This journey isn't always a straight line, and sometimes it can feel like you're giving more than you're getting back.

But let me say this—you're actually doing better than you think.

The fact that you're this close to [Rank Name] means you *have* built momentum. It means something *is* working—you just might not be seeing it all yet.

That next step isn't just about rank. It's about proving to yourself that you're still in control of your business, your pace, and your potential.

Let me ask—if we could break down the remaining [X PV] into 2–3 simple actions, and I supported you through each one...

Would you be open to giving this one last push, even if it's small?

Distributor:

Maybe. I guess if it's not overwhelming.

You:

Absolutely—not overwhelming at all. Let's make it so simple, it feels light. Here's what I suggest:

- Step 1: Reach out to 2 previous customers with this short message:
"Hey [Name], just wanted to check in—have you run out of your [Product]? I've got something exciting going on this week for my returning customers. Let me know if you'd like details."
- Step 2: Offer a quick bonus if they order before [date]—something like a small gift, free sample, or loyalty points (I can help you set this up).
- Step 3: Let's hop on a 10-minute call where I can help you prioritize who to talk to, based on your past orders and conversations.

You're just one little burst away from unlocking a new level—and honestly, I'd love to see you recognized. You've earned it.

Distributor:

That actually sounds doable. I think I just needed to talk it out.

You:

Exactly—and I'm so glad you did. This is the part where most people stop... but it's also where the leaders are born.

You don't have to do it alone. I'll walk this with you. Let's get you to [Rank Name]—you're closer than you realize.

Want to start with the 2 message reach-outs today?