

We've developed 4 marketing tools to help you retain your Vodafone customers – before their contracts lapse or they upgrade directly through Vodafone.

You will find your customer's name, mobile service number (ie the mobile number connected to the contract) and their end-date in your Personal Customer List (PCL).

Customers in the last 2 months of their handset plan are eligible to upgrade. However, this is dependent on their payment history and other factors and is not guaranteed. Customers can check upgrade eligibility by going through your Personal IBO Website. Remember, SIM Only customers can upgrade to a handset plan at any time, but if they're looking to upgrade to a new SIM Only Plan, they will only be eligible in the last 2 months of their contract. Handset customers will also need to be in the last 2 months of contract to upgrade this service.

Steps:

1. SMS your customer with our suggested text message
2. Share our customer-focused social post
3. Call your customer using our suggested call script
4. Email your customer (assuming you have kept records of their email address) using our email template (but remember, don't spam!)

If you are looking to sign up a customer who is currently signed up to Conxxion Vodafone through another IBO, who is no longer with Conxxion, you must wait a minimum of 32 days after the customer's current contract expires.

1. SMS/Txt message

This is a quick way to begin the conversation about re-contracting. All you have to do is copy this text and include the link to your Personal IBO Website.

Great news: you may be eligible to upgrade to a new phone! Check out my [insert your Personal IBO Website link] for the latest handsets and offers.

Steps:

1. Copy the text above.
2. Insert the link for your Personal IBO Website
3. Send

2. Social post

To maximise your reach and ensure you don't miss any customers, you can create and share this social post on your IBO Facebook page:

There's never been a better time to upgrade your mobile plan - with more data, international calling, new handsets, longer payment plans and more options available to you.

PM me to discuss how I can help you get the most out of your phone.

Your post should look like this.



Steps:

1. Click on the image above to open in your web browser.
1. Right click on the image and download it to your computer.
2. In Facebook, select Share Photo/Video and choose the image you just downloaded.
3. Highlight the text above and paste it into the social post.
4. Hit post.

Please note: IBOs cannot share this with public groups, but are able to share this with their warm market network. Refer to the [Conxxion Social Media Policy](#) for full details.

3. Call Script – Upgrade to Vodafone

It's a good idea to call your customers so you can provide more information and respond to any questions they have. We've prepared a suggested call script for you to follow.

Hi [First Name]

Just a quick call to remind you that your contract with Vodafone is close to ending and you may be eligible for an upgrade or change of plan. I wanted to let you know because Vodafone may contact you to upgrade directly with them and I'd really appreciate your support in re-contracting via my Conxxion business again. I can offer you the same options but I may also be able to provide special Conxxion only offers.

At the moment, Vodafone has heaps of great offers with bonus data and discounts on access fees across SIM-Only, Handset, Mobile Broadband Plans and even NBN™. They've also got the best ever pricing on the latest phones from Samsung, Apple and more - which are now available to order! With Vodafone, you also have the opportunity to bundle services for an additional discount of up to 20% with their Bundle & Save offer.

Do you have time for me to talk you through all the plan options and great deals now? Otherwise, if you already know the plan and phone you need, you can order via my Personal IBO Website at [insert website]. Upgrading is easy and usually only takes a few minutes. What works?

I know I mentioned this when you originally ordered via my online store, but it's really important you upgrade from my website. This means I can continue to provide advice to you on your Vodafone service, and obviously it helps me in my business.

If you do end up speaking to a Vodafone representative on the Conxxion Hotline, 1300 365 898, don't forget to quote my IBO Business ID [insert business ID] when you upgrade.

Thanks again and please do let me know if I can help you with anything at all.

4. Email Template – Upgrade with Vodafone

If you'd prefer to follow up with an email and you have kept a record of this, we've also created a template that you can use.

Subject line: Upgrade your mobile plan with a new Conxxion Vodafone offer

Hi [First Name]

Now that you're nearing the end of your contract with Vodafone, you may be eligible to upgrade. I really appreciated your support all those months ago and it would be fantastic if you would be willing to continue to be my customer. I can offer you the same as going direct to Vodafone although I may have access to additional offers via Conxxion.

At the moment, Vodafone has heaps of great offers with bonus data and discounts on access fees across SIM-Only, Handset, Mobile Broadband Plans and even NBN™. They've also got great deals on the latest phones from Samsung, Apple and more - which are now available to order! With Vodafone, you also have the opportunity to bundle services for an additional discount with their Bundle & Save offer.

I'm more than happy to talk you through all the plan options and the great deals available, and to help you upgrade your service together. If you already know the plan and phone you need, and are happy to upgrade yourself, you can order via my Personal IBO Website at [\[insert website\]](#). Otherwise, please let me know a good time to call you to discuss upgrading.

It is really important you order online from my website, otherwise I'll no longer be your personal contact and won't be recognised and rewarded for signing you up to Vodafone. So, please don't forget to quote my IBO Business ID [\[insert business ID\]](#) when you upgrade.

Regards,

[\[IBO name\]](#)

Steps:

1. Open a new email window
2. Type into subject field: Upgrade your mobile plan with a new Conxxion Vodafone offer
3. Cut and paste the copy above into the body of your email and personalise with your name and Business ID
4. Make sure that the link to the offer is clickable
5. Don't attach images or flyers to the email as that can get caught in spam and sometimes impacts on the deliverability of your email
6. If you want to send to multiple customers using one email (not recommended), remember that you must use the BCC field to comply with privacy principles
7. Send