

theorem.

Closing the Sale

theoremmethod.com/

theorem.

They've Tried the Sample...

Now what?

There's fortune in the follow-up, and we know that!

Our Theorem team has developed emails to automatically go out to those that receive a sample. In these emails your replicated site is easily accessible and we add value by sharing how to use the sample in addition to spreading hairtastic testimonials.

With that being said, some potential customers need an extra push to close the "sale".

1

Ask what they thought about the sample

Have a casual conversation to chat about Density and how their hair felt afterwards. Did they notice it was easier to comb? Does their hair feel softer? Thicker? Did they see instant shine?

2

Once they express their obsession it is important to know how to close the sale

We recommend offering to place the order for them or walking them through the process. It may require a little more work from you, but it will be beneficial in the future since you won't have to constantly follow up and make sure they made their purchase.

The easiest way is to **ask to place the order for them**. You won't want to say "Let me know if you'd like me to place an order for you." Instead say, "**Would you like me to place an order for you?**" Asking them a question requires a response which keeps the conversation going until the sale is closed.

If they reply yes, make sure you place the order right away and ask for their preferred payment method. Please note that some people would rather place an order themselves which is favorable. Less work for you! In this case send them your unique replicated link and guide them through how to place an order or become a Hair Specialist. Sale closed!

If they say no they want to place the order themselves, you can say, "Okay! That's great. Here is my link below. I will actually be by my phone for the next 30 minutes close by to answer any questions while you are placing your order." This gives them a reason to place their order right away because

they know that you are available to help them and are waiting by your phone for them to finish ordering. Boom, another good hair day sold!! Sale closed.

3 When in doubt, always ask questions

Don't just automatically send your link. Always establish how they would like to place their order. You want to ask questions and keep the conversation going until the order is placed. Remember, that the emails we are sending them also have your link, so if they really wanted to purchase they can go through the email.

Show up. Follow up.

Theorem's follow-up system

SAME DAY THEY ORDERED

Email #1

Hip-hip hooray your Density sample is on its way!

Hairlo! First of all congratulations, your free sample of Density (our best selling hair mask) will be shipping soon.

We all hate hair loss, and it's caused by hair breakage- weak strands with damaged cuticles that break easily and is the reason why hair can't grow long or thick. Theorem Density Conditioning Treatment comes to the rescue by repairing the hair cuticle to promote hair retention. Our advanced formula plumps up your hair strands, and works synergistically with heat to strengthen and thicken hair strands, giving you the length and shine your gorgeous mane deserves!

XOXO,
Theorem

P.S. If you ever want to get in contact with your Hair Specialist, please reach out to:

#Name

#Email

#ReplicateURL

3 DAYS LATER

Email #2

Don't just take our word for it, Density speaks volumes.
Your best hair day awaits! Are you excited for your Density sample debut?

We're excited, too:

"Wow'd by the softness of my hair after using it once!" -Raquel S.

"I love the way it feels on my hair. Super easy to brush through after the shower." -Hanna L.

"Loved the way the hair effortlessly blow dried out and has great shine." -Allison M.

We'll be waiting to hear from you!

#Name

#Email

#ReplicateURL

7 DAYS LATER

Email #3

Are you obsessed yet?

Is your mane in the mirror looking gorgeous? After one use you can see the difference!

We'd be happy to hear about your experience.

Here's a few resources on how to use Density in a variety of ways:

<https://theoremmethodblog.com/theorem-method-density/>

<https://youtu.be/Bz46eUO0PIE>

#Name

#Email

#ReplicateURL

9 DAYS LATER

Email #4

Love Density? Meet Sugar Pi and Square Root.

Love is in the hair! Love Density? You'll be sure to fall in love with our 3-part hair care system, The Theorem Method. Full of nourishing solutions and the answer to thicker, longer, stronger, and healthier hair.

Let's introduce you to our two other show stopping products:

Square Root

We designed Square Root to give you buildable but yet subtle volume. Creating a thickness at your roots that will build overtime. If you have fine or thinning hair Square Root is for you. Thick hair begins with a healthy scalp, and this pH balanced serum plants the seed for dense, gorgeous hair. Square Root Serum nourishes your roots and can restore pigment to gray hair naturally (with no dyes). DHT-blockers inhibit hormonal hair fall and natural prebiotics promote a healthy scalp. This is a safe alternative to Minoxidil (hair loss drug).

Sugar Pi

"I can't live without it. Honestly, I don't know what I would do without it, at this point," says Zoe, our lead formulator about Sugar Pi. We completely share in her excitement!

Sugar Pi revives and mends split ends, and allows you to grow hair longer without trimming away damage so frequently. Sugar Pi is technically not an oil, but a hydrocarbon because it is derived from sugar, and is very hydrating, (similar to an oil).

Together, our simple 3-part system offers lightweight, nourishing solutions that support healthy hair growth while mending damaged, brittle hair. Resulting in thicker, longer, stronger, and healthier hair.

These products take a comprehensive approach to strengthening and thickening your hair.

Our formulas are precisely pH-balanced to promote a healthy scalp, follicle, cuticle, and hair cortex. Watch as the clinically-proven formulas strengthen and thicken your strands, giving you the length, shine, and fullness you desire. Best used in conjunction with each other but can be used as separate products based on your hair care needs.

Check it out now!

#Name

#Email

#ReplicateURL

12 DAYS LATER

Email #5

Will you give it a try?

What would happen when you start using the Theorem Method?

You'll get stronger, thicker hair at an exponential rate.

Get more information of what our unique haircare formulas can do for you at:

#Name

#Email

#ReplicateURL