

If you enrolled in the Preferred Customer Program, the Beautiful Look Book is arriving in your customer's mail boxes soon!

It's the perfect time to follow up and increase your income, customer loyalty, and bookings.

What to say:

Hi, Karen, this is Kim, your Mary Kay Beauty Consultant. Do you have a minute? I'm just calling to see if you received the Look Book with all the new colors that I sent to you? Great! I wanted to see how you are doing with your skin care and if you are getting low on some of your favorite products because its free gift time! (let her answer)

~ Have her records handy so you can sell through suggestion. Example, after she lists her items needed, you may see she order mascara a few months ago, so you can say...I'm just looking at your customer info, and noticed you got a mascara in (month), would you like to have a new one?

~ Then, **before the call**, I think of which of the new colors/products would look good on her. I'll then say, Kim do you have that Look Book handy? If she does, say, turn to page so and so - that ___ Eye Color would look awesome on you! Or, the new Eye Cream is my favorite! Do you like it? I'd love to give you a sample of it (or she may just buy it), etc. Did you see any other colors or products you'd like a sample of?

Follow up is the key to retention - sometimes we put it off because of the time involved, but it really doesn't take very long to call!

Have a sales goal in mind before you begin.

I always really focus on how I care about the customer, her needs, and am thankful for our relationship and the sales happen!

Today, had a customer coming over to buy \$40 reorder, she left with \$162; another, came for 2 Oil Free Eye Makeup Removers, left with \$126 (and an interview). It's simply a matter of loving our product, and loving to meet their needs. Let them try the new colors – it's truly amazing how much money we can make!