

Customer Service Savvy

1. Mary Kay Ash said what makes our company different is customer service and the relationships we build with people.
2. Focus on strengthening those relationships through follow up that is personal, genuine, and consistent.
3. 2 day, 2 week, 2 month follow up – teach how to track 2 day and 2 week on spiral notebook, 2 month with January-December files and thereafter, enroll your customers in the Preferred Customer Program.
4. Customer Service Call, call for more than 1 reason: (1) follow up on current satisfaction of products (2) share about new products with customized recommendations (3) book for a party or updated makeover; birthday makeover; anniversary makeover (4) invite to event (5) schedule a team building interview (6) is there anything special you'd like a sample of with your order? (7) are there needs I can help meet with your skin care or colors?
5. Tell dialogue for follow up after skin care class or facial. Does your skin feel good – not too dry, not too moisturized? How are you liking your colors? Do you still love your foundation color?
6. Follow up for re-booking by reminding her of her Wish List and Hostess Discount.
7. Preferred Customer Program. Add customers weekly. See marykayintouch for PCP dates and mailings. .
8. Themed Parties: Pedicure on the Patio/by the Pool, Back to School – all pencils (eye/lip liners) and erasers (concealers/facial highlightin pen) on sale! All About Eyes (all eye supplements, eye shapes), Tuck Me Into Bed (do in evening, only skin care, no color, no foundation), Girls Night Out, Deals for Dad (for Father's Day), Mom and Me (mother/daughter makeovers), Customized Color Party/Go Glam Party, 10% off Per Friend party, up to 5, Trash It Party (friends bring old makeup, more they trash, bigger the discount), Makeover Moms Party – get 1 item at 30% off per child they have, Match Maker Party – find your perfect foundation, concealer match for a Flawless Complexion.
9. Hand written postcards and notes. Sample tucked inside.
10. Birthday Cards – mail out at beginning of month. Discount applies throughout birthday month. Birthday Party – Makeovers and Cupcakes!
11. Anniversary Calls to husbands.
12. The best way to find out how often your customer would like to be contacted is to ask her. Keep note of that on her customer profile. Also, ask her how she'd like to be contacted – voice mail, email, text, FaceBook.
13. The best way to find out what would motivate her to do a skin care class is to ask her what she wants. Also, ask for her to just bring one friend if she doesn't want to do a class. Example: I'd love to give you a lipstick or lip gloss for bringing a friend – do you wear lipstick or gloss, or would you rather a mascara?
14. Skin Care Follow Up needs to occur every 2-3 months. System: calling 2 customers a day, 10 per week, 40 per month. Or, have a few times in a month that you call customers.

15. One of the best ways to keep clientele is to get them the product FAST by having inventory on hand. You may also choose the customer delivery service.
16. Show sincere appreciation with each reorder by making it look like a “gift”. Include samples! Each reorder has a special touch – tissue paper sprayed with one of our perfumes. Tule tied at top of reorder bag. Think of fine department stores and how they “wrap things”.
17. Tell about your Gift Service at Classes: show some sample gifts.
18. Always deliver to her WORK, not home, if possible – that’s where the other women are! Bring samples to give to her co-workers!
19. Always carry sample “gifts”. Make sure they look darling, boutique.
20. Give high priority to your personal IMAGE – it conveys and communicates how much self-confidence you have. Your makeup, outfit, shoes, nails.
21. Fresh lipstick, liner, gloss before making the office place delivery. You never know when you may meet your next customer!
22. Create a Wish List at Every makeover after closing the sale.
23. The best way to anchor your relationship in the beginning is to FIND HER NEED at the initial appointment through asking: what would you most like for me to help you with today?
24. People will not always remember what you say, but they will always remember how you made them feel – and look! Focus on making her look her BEST.
25. Be a Professional by studying! Study Color Application, makeup trends, glamour, Color Insider, Study Skin Care – KNOW YOUR PRODUCT! Just 10 minutes of study M-F is 50 minutes a week of training!
26. It costs more to attract a new client than to keep an existing one!