

CUSTOMER SERVICE FOLLOW UP

Melinda Mercedes Balling

As soon as you make a sale you want to let your new customer know that along with her purchase she will be receiving special customer care from you. Explain that you will check back in a couple of days to see how she is enjoying her product. Ask her to let you know what is the best number for you to reach her. Hopefully you have booked a follow up facial within the next two weeks for her Customized Color Makeover (and microdermabrasion treatment). If she is going to be a hostess, you will be following up with her in a few days to coach the party. Otherwise check back in 2 days, 2 weeks (to see how she is doing with the products she purchased) and thereafter every 2 months. Let her know you'll check back every couple of months to let her know about specials, new products and to see if she needs to replenish her products.

The following dialogue is designed to give your customer the opportunity to buy, book, and hear the marketing plan.

"Hi Susie, this is _____, your Independent Mary Kay Beauty Consultant. Do you have just a quick minute? Great! Susie, I am checking in with you as I promised I would to see if you are needing to replenish any products you may be running low on."

Note: Take her order (or even if she doesn't order), proceed with, "Susie, may I have another quick minute to tell you about an exciting Preferred Customer Introductory Offer I have for you? Great...Susie, because you are a preferred Customer you are qualified to receive a special introductory savings on two items you are not currently using". This offer is for my preferred customers only." (Select 2 products she isn't using ...ie, supplements, body care, or color) and **ROMANCE THESE PRODUCTS**. You can go to www.marykayintouch/productcentral and get the information and sell the "sizzle"). Describe the **BENEFITS** and let her know she can try the products of her choice or both products if she likes, at a special savings of _____% off the regular price. (Remember, you are giving a little on the initial sale to gain sales in the future.) **THE GOAL IS TO EVENTUALLY HAVE EVERY CUSTOMER USING AT LEAST 10-20 PRODUCTS.** ☺

Focus on always having 3 areas of interest for her...

1. What does she need to replenish
2. Preferred Introductory Offer on items she isn't using...(PCP gift when appropriate)
3. Update Facial, reprogram for season, new look for FALL, WINTER, SPRING, SUMMER*

Some other suggestions for Number 3:

- *Gift giving for upcoming holidays: Mother's Day, Father's Day, Holidays, Birthdays, etc.
- *Get together to be your model (or facial for Unit/Company Contests)
- *Host a party with friends and receive your latest Incentive
- *Referrals for girlfriend pampering gifts with \$10 gift certificate for her friends at no cost to her.
- *Guest at upcoming Success Meeting/Event
- *Get together for Coffee so she can give you her opinion of the Marketing Plan

Remember, Golden Rule Customer Service ties your customer to you! Be professional and generous. Look for a win/win!

CUSTOMER SERVICE FOLLOW UP NOTEBOOK

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Supplies Needed:

3 ring binder, 12 dividers with tabs for months January - December. Also, 12 more dividers with tabs signifying Week 1, Week 2, Week 3, Week 4. You will need 3 sets of these.

5x8 Box for Profiles. Alpha dividers. Note: You may need to slightly trim the customer profile to fit. Keep original profile card in this box in Alpha order for reference.

5x8 Box for Birthday file. Monthly dividers File 2nd copy of profile card behind her Birthday month. At the end of each month send postcards with special Birthday discount for upcoming birthdays (next month).

Customer Service Profiles: Make copies of these 2 sheets to create a one page document. Complete a sheet on each customer. Front side contains name, number, record of her purchases, etc. Back side put a check mark next to each item she has purchased.

Setting up your Customer Service Profile Notebook:

Start your monthly tabs beginning with the current month. Put 4 weekly dividers behind the first 3 months. For example:

March (dividers...week 1, 2, 3, 4,)

April (dividers....week 1, 2, 3, 4)

May (dividers....week 1, 2, 3, 4)

Once you complete a month, you move that divider/month to the back of the notebook and place the 4 weekly dividers in the 3rd month.

Example:

You facial Susie on March 3rd. You complete her Customer Profile Sheet with name, number, etc., on the front side. On the back side you check off the items she purchased, indicating colors and formulas.

Keep Susie's Profile sheet in the front of the folder until you check back with her in a couple of days. Then you move her sheet to week 3 in March (that is 2 weeks after the sale). You then check in with Susie again. Let her know you will be checking back in a couple of months, but she is welcome to call you if she has questions or needs product before you check back.

Susie's Profile sheet now gets filed in third week in May. You follow up with Susie and again, have 3 reasons for calling (see above).

If you get voice mail always leave an exciting message...Hi, Susie, it's _____ with Mary Kay, I have an exciting offer for you, which is time sensitive. Please call me back at your earliest convenience so I can give you all the fabulous details! My number is _____, again this is a limited offer, so can me back as soon as you can. Once again my number is _____.

Customer Service Profile

Name _____ Birthday _____

Phone: 1st Preference _____ 2nd Preference _____

Address _____

Personal/Special Needs _____

Skin Type _____ Foundation Shade _____ Enrolled in PCP _____

Hostess _____ Marketing _____ Guest at event _____

Comments _____

Date	Action	Notes	Sale Amount

Total Package*

TimeWise

Miracle Set _____	95.00
3 in 1 Cleanser _____	20.00
3 in 1 Cleansing Bar _____	20.00
Age-Fighting Moisturizer _____	24.00
Day Solution _____	32.00
Night Solution _____	32.00

TimeWise Repair

Volu-Firm Set _____	205.00
Foaming Cleanser _____	28.00
Lifting Serum _____	70.00
Day Cream SPF 30 _____	52.00
Night Treatment _____	52.00
Eye Renewal Cream _____	42.00
Deep Wrinkle Filler _____	45.00
Revealing Radiance Facial Peel _____	65.00

Botanical Skin Care

Cleanse _____	14.00
Mask _____	14.00
Freshen _____	14.00
Hydrate _____	16.00

Clear Proof

Acne System Set _____	45.00
Clarifying Cleansing Gel _____	16.00
Blemish Control Toner 3 _____	15.00
Oil-Free Moisturizer _____	18.00
Acne Treatment Gel _____	10.00
Pore Purifying Serum _____	17.00
The Go Set _____	20.00

MK Men Skin Care

Daily Face Wash _____	16.00
Advanced Eye Cream _____	26.00
Advanced Facial Hydrator _____	24.00
Shave Foam _____	12.00
Cooling After-Shave Gel _____	15.00

Customized Skin Care

Tone Correcting Serum _____	45.00
Extra Emollient Night Cream _____	14.00
Facial Cleansing Cloths _____	15.00
Intense Moisturizing Cream _____	32.00
Microdermabrasion Plus Set _____	55.00
Microdermabrasion Refine _____	32.00
Pore Minimizer _____	27.00
Moisture Renewing Gel Mask _____	22.00
Oil-Free Hydrating Gel _____	32.00
Replenishing Serum +C _____	56.00

Oil Control

Beauty Blotters _____	6.00
Oil Mattifier _____	16.00

Eye/Lip Supplements

Firming Eye Cream _____	32.00
Indulge Soothing Eye Gel _____	16.00
Lash & Brow Building Serum _____	36.00
Oil-Free Eye Makeup Remover _____	15.00
Satin Lips Set _____	22.00
Sugar Scrub _____	12.00
Shea Butter Balm _____	12.00

Foundations/Primer

Foundation Primer _____	16.00
Matte/Luminous _____	22.00
Mineral Powder _____	20.00
Medium-Coverage _____	18.00
Crème-To-Powder _____	18.00
CC Cream SPF _____	20.00

Concealer/Powders

Perfecting Concealer _____	16.00
Pressed Powder _____	16.00
Translucent Loose Powder _____	16.00
Undereye Corrector _____	16.00
Makeup Finishing Spray _____	18.00

Compacts/Applicators/Brushes

Compact Mini _____	17.00
Compact _____	19.00
Compact Cheek Brush _____	2.00
Cosmetic Sponges _____	3.00
Eye Applicators _____	2.00
Mary Kay Brush Collection _____	55.00
Eye Smudger Brush _____	10.00
Liquid Foundation Brush _____	10.00
Mineral Foundation Brush _____	10.00
Cream Eye Color/Concealer Brush _____	10.00
Travel Roll Up Bag _____	35.00
Skin Vigorate Cleansing Brush _____	50.00
Brush Cleaner _____	10.00

Color Cosmetics

Eye Primer _____	12.00
Mineral Eye Color _____	8.00
shade _____	
shade _____	
shade _____	
Cream Eye Color _____	14.00
shade _____	
Eyeliner _____	12.00
shade _____	
shade _____	
Gel Eyeliner _____	18.00
Lash Primer _____	15.00
Lash Love Mascara _____	15.00
Lash Love Waterproof Mascara _____	15.00
Lash Love Lengthening Mascara _____	15.00
Ultimate Mascara _____	15.00
Lash Intensity Mascara _____	18.00

Brow Gel _____	10.00
Brow Definer Pencil _____	11.00
Mechanical Brow Liner Blonde _____	11.00
Mineral Cheek Color _____	12.00
shade _____	
shade _____	
Mineral Cheek Color Duo _____	18.00
shade _____	
Bronzing Powder _____	18.00
Lip Liners _____	12.00
shade _____	
shade _____	
NouriShine Plus Lip Gloss _____	15.00
shade _____	
shade _____	
True Dimensions Lipstick _____	18.00
shade _____	
shade _____	
Crème Lipstick _____	15.00
shade _____	
shade _____	
Gel Semi-Matte Lipstick _____	18.00
shade _____	
shade _____	

Body Care

Satin Hands Set _____	36.00
Shea Cream _____	12.00
Mint Bliss Energizing Lotion _____	11.00
Targeted-Action Toning Lotion _____	30.00
Smooth-Action Cellulite Gel Cream _____	40.00
Smooth-Action Body Massager _____	10.00
2-in-1 Body Wash & Shave _____	14.00
Hydrating Lotion _____	14.00

Sun Care Collection

Lip Protector SPF15 _____	8.00
SPF 50 Sunscreen _____	20.00

Women's Fragrances

Bella Belara _____	38.00
Belara _____	38.00
Cityscape _____	50.00
Enchanted Wish _____	36.00
Forever Diamonds _____	40.00
Thinking of You _____	32.00
Thinking of Love _____	32.00

Men's Fragrances

True Original _____	36.00
High Intensity _____	40.00
High Intensity Sport _____	40.00
High Intensity Ocean _____	42.00
Domain _____	38.00
Tribute for Men _____	25.00
Cityscape _____	50.00

*Goal: To have each customer using 20 Mary Kay products!