How to use your customer purchase history to increase your Mary Kay® Sales

Your product history is a record of what your customers have purchased in the past. This information is VERY valuable because it helps build the “likes” of that customer and lets you know what they would enjoy using in the future. In fact, you can think of this as you would think of the Facebook “like” button.

For example, let’s say that you are looking at what your client have purchased and noticed that “Holly” has purchased several kinds of lip-gloss in the past. This means that the next time that Mary Kay® comes out with a new lip-gloss you should offer this product to her. I know this sounds very simple (it is), but you would be AMAZED at the positive affect this has on your sales. Another example would customers that have purchased a lot of Limited Edition products. Some women really feel like they will “miss out” on a product because it will not be available after a short time. You bet you should call them up to offer them the new hottest thing!

So, how do you find what your customers have purchased in the past? Well, there are a couple of ways. You could go back and look at invoices that you have created for your customers (this could take awhile), or, every time you make a sale you could make a running list in Excel (this could take awhile too..), or if you use QT Office® it’s all done for you. Every time you sell anything we record the Customer Purchase history automatically so you don’t have to, then it’s available at the click of a button.

A similar method is called “Product Purchase History”. This is similar to “Customer Purchase History” but it’s tied to the product, not to the customer. Here is an example: If you wanted to know every person that has ever purchased a product (let’s say a specific color of eye shadow), then you could go find this item in your inventory and click the history button for this. This would pull up a list of all of your customers that has ever purchased that product. How is this helpful? Well, let’s say that Mary Kay® just came out with a new eye shadow color. It’s similar to another eye shadow that you have sold before. This means that you can look at your sales history for the similar product and offer the people that purchased this product the new one because they will probably like it.

This can also work with discontinued products. Let’s say that you have a product going discontinued and have 20 of them on your shelf. You don’t want to get “stuck” with a bunch of these products so what you normally would do is call up your customers and have a “fire sale”. Why cut yourself short? Here is a better way to handle this. Use your Product History to identify the people that have purchased this product in the past then call them up and say “Hi (Customer), I just found out that Mary Kay® is discontinuing (insert product), I don’t know why, it’s a great product! Anyway, I know you have purchased this in the past and wanted to give you a chance to stock up because you will not be able to buy this in the future. I have (insert how many you have) left, how many do you want?