



Five Good Reasons to Call Your Customer

1. **Thank you** – for an order, for bringing a problem to your attention, for a suggestion.
2. **After a Direct Support mailing or after you have sent a brochure or postcard**- make sure they received it; tell them about it if they didn't see it; answer questions.
3. **News** – let them know about new products or services. Offer a first look or opportunity to try the products.
4. **Bargain** – any special offer deserves a special call.
5. **Inactive accounts** – say hello, ask questions, probe problems, invite back into the fold.

Five Essential Elements of Every Dialogue

1. Verify immediately that you're talking to the right person – either by name or by title.
2. Identify yourself
3. Announce that you're a Mary Kay Beauty Consultant, and ask for a few minutes of her time.
4. Give a specific reason why you are calling.
5. State a benefit as soon as you can. Let your prospects know what they gain from what you offer.

Before You Say Goodbye...

When your customer says "yes", your sale isn't complete till you've done these things:

1. **Confirm the order.** After the customer has agreed to buy, be sure to:
 - * Restate order
 - * check the purchase information
 - * check her address
2. **Ask for and answer any additional questions.**

This helps people feel comfortable about their decisions and makes them less likely to change their minds.
3. **Make sure your farewell is warm and polite**, no matter what happened during your call. Remember, final impressions are usually lasting.

Overstocked? Get on the Phone...

Overstocked inventory can be turned into profits. Here's a way that's successfully used by one of the nations largest companies

First, review your customer files and separate into two groups:

1. Customers who you know use the type of product that is overstocked.
 2. Customers who you know who use products which are related to your overstocked product.
- Next, come up with an offer that will be hard to refuse, and make targeted phone calls to these groups.
- Offer "package" prices for increased quantities.
 - Create urgency by setting a cut off date for your offer.

Don't forget to follow up. Some of your customers can't buy right away. Ask if you should call back – say, in a week or a month if the overstock is still available, you'll be surprised at how many say "yes".

More Good Reasons to Call Your Customers.

1. **Limited time offer or event** - get it now before it's too late.
2. **Referral** – always try to find someone to recommend you.
3. **Special occasion** – get them involved in the excitement.
4. **New idea** – think about ways to serve your customers. They'll reward you with loyal business.

TIPS FOR A PROFITABLE CAREER

Good customer service is a valuable technique of the top sellers in Mary Kay. They know that making the initial sale is just the beginning – It represents only a small portion of what a customer can contribute to their businesses. Reorders, future bookings, referrals and new recruits all come from good customer service.

The following customer service tips were contributed by Executive Senior Sales Director Dotti McGuinness. Share them with your Consultants and encourage them to provide good customer service for more profitable careers.