

Follow-Up Tips

1. Mary Kay suggest using the 2+2+2 program
- Follow up **2 days** after the initial sale to see how your customer is enjoying the product.

- Follow up **2 weeks** after the initial sale to see if your customer is interested in any other products. Make sure you make suggestions!

- Follow up **2 months** after the initial sale to see if your customer needs any refills on her products.

2. Hostess Follow up:

- Always send a "Thank you" card to your hostess.
- Consider a small gift

3. Skin care class guest follow ups:

- Follow up in the first 24 hours
- Thank them for coming (call and card if possible)
- Explain the hostess program to them