

Customer Service

Cleta Mitchell, Future Executive Sr. Director - November 2003

"It costs five times as much to attract a new customer as it does to maintain an established one. So determine to make your customer the happiest in town. If you will take care of your customers, they will take care of you."

---Mary Kay

I. When do I contact my customers and how often?

- a. Contact your customer **2 days** after initial introduction and purchase of MK products. This is a courtesy call - not to sell her anything. *"How are you enjoying your TimeWise set? Do you have any questions or concerns? Are you getting the benefits we discussed? Is there anything else I can help you with at this time? Finally, how often would you like to be contacted? Once a month, every other month, or quarterly? Where is the best place to call you - home or work?"* Set up Second Facial if possible!
- b. Contact your customer **2 weeks** after her purchase of the skin care. Preferably by doing a second facial where she has invited 3-4 of her friends to join her. Entice her with this by offering a Glamour Appointment before the class just for her - using all the liners and such and pick out a special LOOK just for her!!! If not - schedule a day in your home once a month for second facials.
- c. Contact your customers every **2 months** unless they have requested you call them every month. Ways to keep up with who to call when:
 - i. Flip over 2 months in your date book after initial purchase and write her name and number down to call - this will let you know exactly what phone calls you need to make each day.
 - ii. Use a system like Beauty Advisor and set up "follow-ups" on your computer to remind you to call. (www.creativecs.com)
 - iii. Use a Filing System and move her card (maybe just the top copy) to the month you need to call her.
 - iv. Set up Email reminders on your My Customers via Intouch website.The main thing is to get a system that you can work with and be consistent in following up.

II. Keep an adequate amount of inventory on your shelf!

- a. If you did not start out with a \$3600 wholesale order - take inventory and see how much you would need to do to get yourself to profit level. Then go to a lending intuition (Bank, Credit Union, or Finance Company) or use a low interest credit card and order the products you need. You will be a STAR CONSULTANT and you will be ready to make some money with your Mary Kay business.
- b. Your customers DESERVE to have a Consultant that has inventory. Put yourself in her place, if you had a choice to buy from Cindy Consultant who keeps \$200-\$400 of products on her shelf and normally you have to wait a couple of weeks to get

your order – or you could buy from Suzie Consultant who has \$3600+ inventory on her shelf and can deliver on the spot – even at 7am in the morning when you just realized you have NO MORE foundation? Who would you rather do business with? Can you imagine going to Wal-Mart and come into a store with empty shelves???

Would you ever shop there again? Think about it!

- c. Your customers want a Consultant that knows what is NEW, TRENDY, the latest and greatest in Skin Care, Color and Pampering products. If they ask you “What do you have new?” And you answer that you don’t know – what kind of a consultant are you?

III. Put all of your customers on Preferred Customer Program.

- a. Sign up Monthly for the LOOK BOOK, Limited Edition Brochure and the post card. It is a cost effective way to let your customers know you are still in business and it keeps them abreast of the current products and promotions.
- b. Participate in the FREE GIFT with purchase - Mary Kay offers a GWP for \$40 of orders – the gift costs us only \$3.50 each and we can order it off the MK order form as we need them. Department stores ALWAYS offer GPW –so we need to keep up with the pace as well.

IV. Sign up for Mary Kay's Personal Website Program.

- a. Your customers can order online 24/7
- b. Your customers can participate in the Quarterly Sweepstakes Mary Kay offers and special promotions – like the Virtual Open House held in November each year.
- c. They will be exposed to more items and will purchase more from you – this is also a great way to keep up with your out of town customers.
- d. The cost is \$50 per year – or \$25 for your first year if you sign up for it in your first 45 days.

V. Samples – samples and more samples!

- a. Include a product sample in EVERY REORDER bag! Your sales will increase and your customers will love you! Travel lotions, hand creams, Look cards, skin care samplers are a great drop in for your reorders. Our goal is to get our customers to spend more of their Skin Care and Color dollars with US! If they are *Color Only* customers (only buy lipsticks and eye colors) – keep dropping the TW samples in the bag – ask about it each time you deliver! If they are *Skin Care Only* customers – keep including color samples each time. They will eventually sway over to buying everything from you!!

VI. Shipping – to charge or not.

- a. My opinion is to NOT charge for shipping products out of town. My reasoning on this is that they have the option to buy locally – but chose to purchase from you.

My out of town customers are some of my biggest buyers and they are very loyal because I do not charge shipping and always include samples!!

VII. Be a Woman of your Word.

- a. If you tell a customer you are going to deliver a certain time or day – write it down and show up with the correct products! Double check your orders to make sure you are not leaving anything out or have grabbed the wrong formula or color. Have change available if needed and always dress professional!

VIII. Be Appreciative

- a. Send Thank you notes to your Hostesses the day after the party.
- b. Send Thank you notes with a discount to a customer that has given you a buying referral. *“Thank you so much for referring Janet to me as a customer! As my thank you, take 15% off your next Mary Kay order! I appreciate you!!!”*
- c. Offer to help with Weddings, Special Occasions, Family Portraits and Gift-Giving for your customers. All these things tie your customer to you for Life!
- d. Send Birthday cards, Anniversary cards, congrats on new baby cards, graduations, weddings and other special occasion's cards. Always include a little discount special with your card! *“Happy Birthday to you! Take 15% off all of your orders during your Birthday month!! Celebrate all month long – you deserve it!!!”*

Remember that a happy customer will go out and tell 1 or 2 people how good you are – but an unhappy one will go out and tell the first 10 people or more she sees! It is much easier to KEEP a customer than to FIND a new one! In Mary Kay we do both – we KEEP our customers happy and satisfied and we are constantly FINDING new ones as well! The most important thing is to apply **THE GOLDEN RULE** to every situation with your customers. How would YOU like to be treated if you were the customer?? When you answer that honestly – you will know EXACTLY how to be the greatest Beauty Consultant on Earth!!

Happiness is... A Happy Customer!

*A Happy Customer leads to
A Happy Hostess who leads to
A Happy Guest who leads to
A Happy New Team Member who leads you to
A FREE CAR that leads you to
A Step Up on the Career Ladder which leads to
YOU being a HAPPY NEW DIRECTOR which leads to
More Money and Freedom which leads to
A Happy HUSBAND and Happy Children which leads to
A Happier and more SUCCESSFUL YOU!*