

# Maintaining Your Customer Base

It's a fact that many businesses lose their customers because of neglect. Don't let this happen to you. When you introduce a customer to Mary Kay® products, you have an obligation to do two things:

- Make sure your customer is properly using her products.
- Make sure her product use is not interrupted. In other words, do not allow the customer to run out of any item.

Stay ahead of the competition. As a member of the Mary Kay independent sales force, you are competing for the cosmetic dollar your customer spends. You can be sure that if you allow your customer to run out of any product, she may just run out to the store and buy another brand. Common sense dictates that when you sell our fabulous skin care or any of our other personal care products, you have already done the initial work. Therefore, following up with your customer helps you reap the full harvest from the seeds you've planted.

Contact pink ticket customers for reorders. It's vitally important that you call all customers on a regular basis! Each time you call you should ask for at least one referral. By getting referrals, you will keep your date book full of future skin care classes. You have a virtual gold mine in your pink ticket customers. By calling them, you may get reorders, bookings and referrals.

Personalized service is the key. Our society is becoming less and less personal. However, one of the greatest things you have going for you in Mary Kay is personal contact with your customers. You make them feel loved and important by calling them on a regular basis. Many companies do not offer this personalized service.

Every Mary Kay Beauty Consultant should organize her pink tickets or skin care profiles and call to check on her customers on a regular basis. An English poet once said, "You should keep your friendships in a constant state of repair." We should keep our relationships with our customers in a constant state of repair, too!

From Mary Kay Intouch