

Pacesetters Class



Lesson 8



Pacesetters Lesson 8 – Customer Service and Long-Term Goal-Setting

HELLO SUPERSTARS!!! And I mean SUPERSTARS! NOW, THE REAL CREAM IS RISING TO THE TOP! As with any challenge, some will make it and some won't. Aren't you glad to know that you're one of those who will make it?

I am so proud of the consistency and follow-through of your assignments that you all have shown. Over this week, before the course ends, make every effort to tie-up the people that you have talked to about the Mary Kay opportunity (and that you don't have a decision from). You are all doing GREAT THINGS; YOU ARE PACESETTERS – with that WINNING SPIRIT!!!

Peopleship

This week, let's discuss SALESMANSHIP, or more accurately, the subject of PEOPLESHIP!!

Have you ever thought that millions of parents, teachers, employers, and so-called salesmen are failing simply because they fail to understand the people they are dealing with? Most people get so wrapped up in satisfying their own ego needs that they forget all about the needs of the other people. In doing this, they are defeating themselves because unless they realize that in making the other person happy, satisfied and successful, they *themselves* cannot reach success and that none of us become successful alone! In fact – particularly in our business – it is quite the contrary. We become or became successful because we made *others* successful first!

Helping others discover how they can get what they want by satisfying their needs through our product is the first ART of our business! The facial, the resulting enhancement of beauty, the swelling of THEIR EGO through pride in looking better, is WHAT MAKES OUR CUSTOMERS BUY! CONVINCING others that inviting us to their homes to meet their friends is going to be rewarding to them is HOW A GOOD CONSULTANT eliminates postponements and secures more bookings. It's important to become a PEOPLE EXPERT as well as PRODUCT EXPERT.

As a Sales Director, you must become a PEOPLE EXPERT first, because only then – and here is the key – can you teach others to become PEOPLE EXPERTS themselves. HOW? Read books on human behavior, learn what makes people tick, learn the art of praising, the art of encouraging, learn to listen, learn how to watch for certain responses that will give you the clue to say the right thing. If you will take the time to study and learn the art of WORKING WITH PEOPLE, ALL of the other salesmanship techniques will fall into place.

Let's NOT FAIL to understand that as long as we put other's needs, wants, desires FIRST and GIVE OF OURSELVES, then we will make more sales, book as many selling appointments as we want, and recruit as many quality people as we wish, and develop a strong and exciting future Mary Kay UNIT!!!

Let's try being PEOPLE EXPERTS as well as PRODUCT EXPERTS by blending our product knowledge with our people knowledge, keeping in mind that everything we think and say MUST be in relation to helping others get what they want based on what they need. In doing this, you will be building yourself into a successful Sales Director and/or Consultant sales expert! This will result in respect, new friends and self-satisfaction. It can also give you a healthy annual income to prove that you DO KNOW HOW TO PUT YOURSELF IN THE BACKGROUND ON THE BEHALF OF ANOTHER!!!! PEOPLESHIP -- let's really zero in on that most important facet of our business.

Customer Service

In addition to using our knowledge of PEOPLESHIP in an initial sale, another important aspect of our business is SERVICING CUSTOMERS!!! Sure, the initial sale is important; however, the real success of our product and the future of our business is in the follow-up with those customers. It's important that we show our customers that we really do care about them!

What better way to service your customers than with the Company's fabulous PREFERRED CUSTOMER PROGRAM! The Preferred Customer Program just gets better every season. It's helped thousands of Consultants and Sales Directors build sales and clientele while saving time and money in an efficient, professional way. Make sure your customers are not left out!

And be sure to call each NEW customer back to see how she's doing with her personalized skin care system. Remember – two days, two weeks, and two months thereafter. Keep in touch with these customers and tie them to you (or you might lose them)! Remember, there is a gold mine in those sales tickets! Be sure to take advantage of it!

Welcome to the Wonderful World of SUCCESS!!

YOU DID IT!!! CONGRATULATIONS! You have reached the end of our Pacesetters program! Hasn't it been fun? Exciting? Motivating? Energizing? I am extremely confident that you have benefited by participating in this special program! Some of you are close to submitting your commitment card to become a Sales Director! Future Sales Directors are earning the use of their cars! Others of you have developed better business skills, and will soon be at the point to make the decision to work toward one of these goals! Others of you have become very proficient Beauty Consultants and are making good incomes from being a professional Mary Kay Independent Beauty Consultant! CONGRATULATIONS EVERYONE!!!

This end is really just the beginning of your future in Mary Kay! You have all the fundamental tools and answers to being a leader in your unit! Now all you need to do is continue your personal railroad track to success as you follow through on your goals already set! Right now, you have one of the most important ingredients in the ever-elusive formula to success – MOMENTUM!!!!!! If you need the discipline of continued

assignments, I suggest that you just repeat this program on your own, or with your Sales Director!

Enclosed is a LONG-TERM GOAL-SETTING sheet. Sit down with your Sales Director and chart your course to success for this next year! And then plan your road map. Know where you are headed and exactly HOW you will get there!!!! YOU CAN DO IT! YOU POSSESS THE WINNING SPIRIT!!!

Whatever you decide to pursue, I WILL BE WATCHING YOUR PROGRESS TO A BIGGER AND BRIGHTER FUTURE with extreme interest! Remember, I am here for you! My primary goal in this business IS YOU!!!!

TODAY IS THE FIRST DAY OF THE REST OF YOUR LIFE,

Get a VISION of WHO, WHAT and WHERE YOU CAN BE!!

Make it happen and... ASTONISH YOURSELF!!!!

Long-Term Goal-Setting Sheet

1. My 3 main Mary Kay goals are:

2. To reach my first goal, I will do the following

Monthly: _____

Weekly: _____

Daily: _____

3. To reach my second goal, I will do the following

Monthly: _____

Weekly: _____

Daily: _____

4. To reach my third goal, I will do the following

Monthly: _____

Weekly: _____

Daily: _____

Realizing that I can't always control the results of actions, I will put the emphasis on the EFFORT. One step at a time, I will accomplish daily goals and remember to reward myself as I go along.

I will always keep sight of my long-term goals. I will do this by speaking them out loud at least three times a day, by holding a mental picture of my successes and by putting pictures up in my home and office where I will see them! I will also write them down in my notebook, which I will carry with me, looking at them as often as possible during the day.

I must constantly reinforce my positive attitude by being around positive people who have my best interests at heart, and by exposing myself to positive books, tapes, CDs and thoughts!

This I do promise myself!

My signature

My Sales Director's signature

Pacesetters Assignment for Lesson 8

Study the customer service chapter in the "Working Your Business" section of *Career Essentials* found on the LearnMK Web site, key word: *career essentials*. Set up this week's *My Road Map to Success* and use it daily to keep track of your short-term goals.

1. Call and service all your sales ticket customers that you have not been in contact with in the past 6 weeks and report your results on your Weekly Accomplishment sheet.

2. Hold at least 2 group-selling appointments and 2 interviews for next week.

Group-selling appointments:

Name

Retail Sales

Interviews:

Name

Date

3. Follow-up on all prospective team members and clients you have interviewed who have not given you a firm decision yet.

4. Complete your long-term goal sheet for this Seminar year. Set up an appointment to discuss these goals with your Sales Director and then break those goals down into monthly and weekly short-term goals for the year.

5. Submit all of the following to me by the week's end:

- This week's Weekly Accomplishment Sheet
- Your completed *My Progress* sheet
- Your completed Assignment sheet
- Your completed *My Road Map to Success* sheet
- Your completed long-term goal sheet

Award yourself 250 bonus points when ALL 5 assignments are completed. Be sure these points are reflected on this week's My Progress sheet.



Signature