
CUSTOMER SERVICE TIPS

BUILD CUSTOMERS FOR LIFE

File Under Customer Service

“Customer focus is truly the key. It’s the real test of service, and service is the real heart of our business.” –Mary Kay Ash

Who is your customer? NSD Sue Kirkpatrick defines a customer as “someone that you have treated to a complimentary makeover, helped get started on our basic skin care and are servicing regularly (hopefully, on the Preferred Customer Program) In other words, you are following-up every few weeks; you are delivering immediately and giving her the kind of service that she expects. As a result, you have earned her loyalty and she is not even tempted to buy from someone else.”

WHAT IF:

- WHAT IF...you went to the cosmetics counter, the woman behind the counter knew your name and remembered your skin type?
- WHAT IF...she was able to tell you that favorite lip color you had purchased last year, but lost?
- WHAT IF...she would deliver your products to your home, your office, or mail them to you at no cost?
- WHAT IF...you brought some friends with you to the cosmetics counter, and the woman gave you free products as a thank you for sharing your appointment with friends.
- WHAT IF...you could get rid of the “what was I thinking” drawer, because all of your products are 100% satisfaction guaranteed?
- WHAT IF...you had a personal consultant who would keep you-in-the-know on the latest products and newest trends by sending a quarterly mailing with free samples enclosed, AND who would check on you from time to time to make sure you are happy with your products, AND who offered to stop by and show you these new products in person as soon as they came out?

As a Beauty Consultant it IS our responsibility to service our clients to the best of our ability! Your customers/clients are your lifeline to a successful and growing business! How you treat them will reflect greatly on your success! Study and MASTER customer service skills and always strive to make them better because truly everyone wants to know...what’s in it for me? Focus on at least 100 customer in your first 6 months!

THE BENEFITS OF INVESTING IN EXCELLENT CUSTOMER SERVICE:

- Your customers see you as a professional because of the way you treat your business and the way you treat them. They will refer you to their friends, family and people they meet who are looking for a Mary Kay Consultant.
- Your customers deserve “Norstrom” Service.
- 50% profit is excellent income.
- You will have customers for a lifetime when you take care of them.
- As a Sales Director, your 13% check includes your own orders, which increases your income.
- You will feel so good about yourself and the difference you are making!

CUSTOMER SERVICE BEGINS WITH A SCHEDULE:

It’s important that when you begin your business that you make a decision on how often you will service your customer and STICK TO IT! Make customer service calls every 3 months when the Preferred Customer Program

goes out. You will want to train your Time Wise customers to call you when they run out of Cleanser, purchase two at a time, or use your Web Site to re-order. You can even suggest an automatic mailing of their cleanser and an agreement that you'll charge their card every 3 months when you mail them new cleanser.

GO THE EXTRA MILE!

AT THE PARTY:

Here are some fun things you can do at the party to make it extra special:

- Place chocolates in the middle of the table for the guests.
- For an individual facial held in your home, place a glass in the freezer and serve her a beverage in it.
- At a spa party, you could pre-slice cucumbers and after putting on the cleanser or mask, put on some relaxing music and have them place a cucumber slice on each eye for a few minutes...

WHEN YOUR CUSTOMERS PURCHASE PRODUCT FROM YOU:

This is your time to make your customers feel super special! Here are some tips to give it that extra touch of customer service!

- It's important for your customers to receive their product as soon as you can deliver it. Having product on hand makes a really big difference and it's an investment that will definitely boost your sales. Not only will your customers know they can count on you when they run out of something and need it "now", they will be more likely to refer you to their friends.
- Add a postcard with maybe your family picture to the order as a thank you with a few fun things you offer to your clients like the Preferred Customer Program, etc...
- Idea: If you are delivering to your customer at her office, tie an inexpensive pink helium balloon to their bag when making the delivery. Others in the office will SEE the service your customers are getting.
- If you are sending anything through the mail, make the products look important. Wrap everything in tissue or elegant printed tissue. I love to use white sparkly tissue. Spray a little bit of any fragrance inside the box so when your customer opens it, it smells great!
- Always write "Thank You!" and then sign it (your name) in your handwriting with a smiley face on every invoice.
- In their order, place some chocolate! They will LOVE this! I love to purchase the DOVE Chocolates because they have inspirational sayings and quotes inside of the wrapper.
- Always write a thank you "snail mail" card that may say something like this after a party:

Hi ____!

May this find you having an incredible and richly blessed day! It was so nice to meet you at ____'s Mary Kay party! Thank you for the opportunity to pamper you! I had so much fun! (or it was such a treat!)

Thank you for your Mary Kay purchase too! I hope you are having fun with your new beauty goodies and always know that everything, even if you have used it, is 100% guaranteed! I will call you in a few days to follow up and answer any questions you may have. Thank you for the opportunity to be your Mary Kay Beauty Consultant and thank you for your business.

Sincerely, (Your name)

You may want to send a "Thank You Letter" explaining the benefits of being your customer explaining the fun things you do throughout the year! Example: Mary Kay Money (for every \$10 they spend throughout the year, they earn a \$1 to spend at your annual open house!), Birthday Month Discount, etc..

OFFER YOUR CUSTOMERS MORE THAN ONE WAY TO REACH YOU:

You will definitely want to order business card right away if you haven't already done so! This is the perfect way for your customers to keep your information on file. Be sure to put your information stickers on your products too. Include your email address, cell phone number, and Mary Kay Website on your business card! The easiest way for your customers to reach you is through your WEB SITE! It's open 24 hours a day and features the latest products! Customers do tend to purchase more when ordering online. Sign up for your Web Site if you haven't already done so at www.marykayintouch.com.

OFFER A BIRTHDAY CLUB:

Send hand written Birthday Cards to each of your customers during the first week of their birthday month. Offer either a 10%, 15%, or 20% discount for the entire month or offer to stop by and do a complete glamour makeover on them! Don't forget to bring a wrapped gift with you! When you call them to wish Happy Birthday, let them know you have a gift for them...and ask when would be a good time to stop by!

FOLLOW UP IS KEY WITH THE 2 + 2 + 2 CUSTOMER SERVICE RULE:

Be sure to follow up on EVERY sale and be sure the products are working! 2 days after appointment to follow up on the products bought, see how her skin care products are working, and answer questions.

- 2 weeks after the appointment would be her 2nd appointment or just another follow up call.
- 2 months after the appointment check to see how her products are working/re-order. She should need to order more if she is using the product faithfully.

Rule #1: The customer is always right

Rule #2: If in doubt, give the customer the benefit of the doubt.

Rule #3: Refer to Rule #1

FOLLOW UP CALL SCRIPT SAMPLE:

The purpose for your call is to check to see how you can help your customers this season.

"Hi, _____! I am calling today because one of my focuses this season is to provide better customer service. Do you have a couple quick minutes for me to ask you a few quick questions?"

"I am so excited about the new products that came out this season! I would love to swing by and show them to you. Would this week or next week be better for you? Is there any reason why you wouldn't like to earn some free Mary Kay goodies by sharing your appointment with just two or more friends? It's so fun to have a Girls Night, Afternoon, or Morning Out! I'm offering the first ten who schedule a party with me this month \$___ in FREE products!" (This would be your hostess program and you will explain how she earns it)

If they say no, you may like to ask *"I love to pray for my customers _____, is there anything you would like me to pray for you about?"*

"_____, I know that I may have mentioned this in the past, but I always love to ask if anything has changed where you might be interested in a little information about how you could have a business along with the family and work activities you are involved in. Something like Mary Kay may or may not be for you, but Connie, if you could have a business you can do from home and save a significant amount of money on your taxes would you be interested in learning more about it? If it's not for you, you could be a scout for me in this economy and help me help others who may need this in their life"

At the end of the call, let them know that in an effort to have great customer service you will contact them about every 2 months with new product information, etc. It's also a good idea to let them know what you offer for REFERRALS! Everyone likes a good deal! Let them know how you can help them when they help you build your business!

You may want to send them a little "snail mail" love note just letting them know how much you appreciate them and how you enjoyed talking to them with a little sample and how you would love their opinion of it the next time you chat.

SAMPLE FOLLOW UP NOTE/CARD/TEXT TO YOUR CUSTOMER:

Hi _____!

May this find you having a richly blessed day! I enjoyed talking to you yesterday! I will be praying for you about _____ and appreciate you giving me the opportunity to do that for you. Thank you for giving me the opportunity to be your Beauty Consultant.... (if she booked an appointment...) I'm looking super forward to sharing the new products with you (if with friends) and your friends! (If she said she would listen to the Mary Kay Opportunity) I'm excited to share what I do with you knowing it may or may not be for you! In the meantime, here's a fun sample of _____ and I can't wait to get your opinion.

With a grateful heart,
(Your name)

PREFERRED CUSTOMER PROGRAM ENROLLMENT:

This is such an excellent program the company offers to us at such an incredible cost designed to help you service your customers and keep them aware of what's now. The average Preferred Customer Program (PCP) is over \$15.00 higher than those who are not enlisted. Make it a goal to have 100 customers on your PCP list!

For only 70 cents per customers, the company will mail the next new Look Book to our customers. The cost includes the Look Book, a sample or two or new products coming out, and the postage. You simply cannot beat it. It doesn't matter if you start with one customer or you have 250, it's definitely a service you want to take advantage of every quarter.

Enrolling your customers is so important. It's good to put yourself in their shoes all the time and realize how important it is to enroll them to receive a new Look Book every quarter from you. If you were a customer and had you as a consultant, would you be happy with the customer service you are giving? It's important to think about and always put yourself in the shoes of your customers.

HAVE AN ANNUAL OPEN HOUSE:

If you choose to do this, you'll want to keep it the same week of the same month each year so your customers begin to look forward to it every year! An idea you may want to use: Offer your customers for every \$10 they spend with you throughout the year, they will receive a Mary Kay Dollar to spend at your open house! Keep it simple and late November/early December is an excellent time to hold one just before the holidays. Make it something fun with a big pot of chili, have a happy hour for the men. Sundays and Mondays are great days to hold an open house.

SEND LOTS OF THANK YOU NOTES:

It's so important to send thank you notes/love notes to everyone! Thank the hostess before the party and after the party, thank the guests who purchased product, thank the guests that didn't but tried the products! Thank those who listen to the Mary Kay Opportunity. Thank you guests for coming to the success meetings, thank people you do business with, thank sister Consultants, and thank directors. What you give out comes back to you tenfold.

CUSTOMER SERVICE TIMELINE:

10-14 Days Before Appointment

- Book Class, Coach & Pre-Profile Hostess
(Fill out the Working Mary Kay Full Circle Tracking Sheet)
- Send Class/Party reminder postcards to guests

2-3 Days Before Appointment

- Call Hostess for updated guest list
- Pre-Profile Guests via phone call (could follow up with a text with the questions)
- Pack and Prepare for Class/Party

Day of Appointment

- Arrive 45 minutes early to set up + hold color appointment with the hostess if she has chosen to do it before her guests arrive. If she is doing her color appointment with her guests, teach her how to pamper the guests with Satin Hands. This is a great time to start the 4-Point Recruiting Plan.
- Hold Skin Care Class to generate sales, future bookings, referrals, and team building appointments
4 Goals at Every Class:
 1. Ask for Referrals
Script: Refer to Girlfriend Referral Script
 2. Sell Sets
Basic = Cleanser, Moisturizer, & Foundation
Miracle Set = Cleanser, Moisturizer, Day & Night Solution, & Foundation
Ultimate Miracle Set = Cleanser, Moisturizer, Day & Night Solution, Firming Eye Cream, Microdermabrasion Set & Foundation
Repair Set
 3. Schedule Second Appointment with Guests
 4. Schedule Team Building Appointment
- Coach new hostesses who booked second appointment with a hostess packet

1-2 Days Following Appointment

- Fill in Full Circle Success Tracking Sheet, file customer profiles, enroll new customers in PCP
- Follow up with Guests on 2nd day after party
- Thank you cards, new customer letter, etc...
- Re-Order Products to Re-stock your store.

3-7 Days Following Appointment

- Deliver any products
- Hold Team Building appointments with prospects from appointment
- Begin pre-profiling for classes booked from appointment

14-60 Days Following Appointment

- Customer Service and Booking Calls (within 14 days)
- Follow up with Preferred Customer Program Customers with each quarter
- Add new customers to quarterly facial rotation and follow up on re-order needs as a part of offering exceptional customer service.

** See the Education tab on your InTouch home page for a more detailed explanation of each step in this process.