

AFTER the initial pampering:

Send "Thank you" card. Follow up is key!

Rule of Follow-Up = 2+2+2

2 days, 2 weeks = Follow-Up Appointment (i.e. color makeover, party, supplements facial, etc)

2 months and thereafter = PCP (preferred customer program mailing)

**2 days:** Product check-up. Best by phone.

Variety of response: how would you respond?

1. Didn't start it yet
2. Comments or Questions regarding: products, use, reaction, etc
3. Love it! (Yay! Do they want to add anything else at this time?)

**2 week:** Follow-Up Appointment {Facial or Party} (Talk about it 7 x's at first appointment so that they'll come to expect it).

1. In their home = free product for sharing w/ friends {Party}

Based on initial purchase of skincare set (supplements) or Color Makeover {Facial}

2. OPTION: Guest at our training center (individual or hostess → can earn free product for bringing others)

**2 months+** idea is to regulate this with your PCP mailing.....

PCP: most cost effective way to stay connected w/ clients..... Go to marykayintouch → business tools → Preferred Customer Program → add in customers as you go along. We can enroll every week or at the end of the quarter...dates are listed for cut off. PCP gets sent out 5 times a year

**NOW**, family & friends get you going...then what?

USE Referrals → ask for referrals at every appointment