

Customer Service Tips

By Senior Sales Director Sarah Hjelle



*As a Beauty Consultant it IS our responsibility to service our customers to the best of our ability! Your customers 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, because TRULY everyone wants to know... what's in it for me? **Focus on at least 100 customers in your first 6 months!***

- **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 customers and **STICK TO IT!** My recommendation is to make customer service calls every 3 months when the Preferred Customer mailing 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.
- **Offer Your Customers More Than One Way To Reach You:** You will definitely want to order your business cards right away if you haven't already! This is the perfect way for your customers to keep your information on file. Include your email address, cell phone number, and Mary Kay Web Site address on your card! The easiest way for your customers to reach you is through your **Web Site**—it's open 24 hours and features the latest products! Customers do tend to purchase more when ordering on-line. Circle your Web Site address on your business card and inform them of it each time you hand one out! Sign up for your Web Site at: www.marykay.com Choose 'intouch'.
- **Every Good Customer Should Be On PCP:** Following this sheet in your packet is information on how to sign up your first list of customers on the **Preferred Customer Mailing.** As a new Consultant you may want to sign up your initial 30 faces and as you build new customers you can add, change, or delete names each time the new enrollment form comes out. This is an excellent program designed to help you service your customers and keep them aware of what's new! The average reorder on PCP is over \$15.00 higher than those who are not enlisted! Your goal should be to build to 100 customers on PCP! Call 1-800-458-8968 for your information packet.
- **Follow Up Is ALWAYS The Key!!** Customers who have purchased products from you but have not been followed up on within a 6 month time period are free to purchase product from other Consultants! By not receiving a phone call from you they are not receiving their promise from Mary Kay! **Be sure to follow—up on EVERY Time Wise or 'set' sale—be sure the products are working! Follow-up on samples given in bags or opinions asked on anything!!** You can consider a client your customer when she purchases product on a regular basis from you! Does she use the Time Wise Skin Care? Is she on your Preferred Customer Mailing? Does she reorder the product she uses? Is she open to trying new things? OR does she just use a Lipstick or a Mascara from time to time? Often times we mistake a good customer for one who is just ordering one or two items per year just because we really like her! I never consider a customer to be "mine" unless she is purchasing on a REGULAR basis or she is on a skin care, nail care, or body care system with me!

Additional Customer Service Tips

By Senior Sales Director Sarah Hjelle

- **Set Up A Delivery Schedule:** When your customers call for re-orders give them three options for delivery. You will personally drop it off on ___ or ___ and if that doesn't work...offer to drop in the mail! Run your business—don't let your datebook run you! Choose when you'll deliver!
- **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% 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! When you call them to wish them a Happy Birthday, let them know you have a gift for them...ask when is a good time to stop by!
- **Have 2 Open Houses Per Year:** I would recommend having your open house in April and October or May and the first part of November. These are perfect months to advertise for holidays! A spring open house for Secretaries Day and Mothers Day not to mention Birthday's and Bridal showers. A fall open house for Christmas Presents! Whichever you choose you'll want to keep it the same week of the same month each year! It trains your customers!
- **Test Panels:** Invite your customers often to your local success nights to try new products. It's a service we owe to them! We want to keep of our customers up to date on the current products we carry in our line! OR you could host a product test panel night in your home once per quarter to highlight the new limited edition products!
- **Offer Seasonal Re-Programming:** It's a good idea to get together with your good clients 2 different times per year. Once in the spring and once in the fall. This will give you the opportunity o make sure all of the products are working out for her skin and see if you need to maybe add a supplement for dryness or oiliness!
- **Go The EXTRA MILE:** 1) When making delivers or sending anything through the mail—make your products look important. Wrap everything in white tissue or elegant printed tissue. Use a gold sticker to close package. 2) Wrap free gift with purchase in tissue - use the same idea as above. 3) Decorate samples with curling ribbon or netting. 3) Tie a pink helium balloon to bag when making deliveries. **You want others to SEE the service your customers are getting!**
- **Send Lots of Notes:** It's important to send notes to everyone! Thank the hostess, thank the guest that purchased, thank that guest that didn't but tried the products! Thank your interview prospects, thank your guests for coming to success meetings, thank people you do business with, thank sister Consultants, thank Directors! What you give out comes back to you tenfold!
- **As You Grow You'll Need Larger Systems:** I have purchase a computer program called Boulevard! It works with MK Consultants and Directors to better track their inventory, weekly sales, and customers! **If you would like info go to www.mainstreetsoftware.com or call 503-670-1310 to order.** Cost around \$100.