



HOW TO WOW your Customers!

by SSD Melissa Mays

"It costs five times as much to attract a new customer as it does to maintain an established one." -Mary Kay.

This is a Relationship Building Business. Remember that one purchase can lead to a long-term relationship! When you take care of your Customers, they will take care of you!



HOW TO ATTRACT NEW CUSTOMERS:

- **BE A PEOPLE MAGNET!** Pretend that every person you meet has that **invisible sign** that says, **"Make me feel important."** Practice smiling at people and saying, "I care about you", just with your eyes.
- **Be an energy giver!** Do not share your dirty laundry with others. When people ask you how you're doing, they really don't want to hear about your drama! The appropriate answer is, "Great! How are you?"
- **Learn to listen!** God gave your two ears and only one mouth for a reason.
- **Learn to memorize names.** Play the memory by association or "nick-name" game.
- **Look your best!**
- Wear a **sharp outfit** and your **Mary Kay pin** every where you go!
- Carry a **sharp handbag, tote bag, or brief case.**
- Learn to be a **SINCERE COMPLIMENT giver!**
- **Deliver products at people's work.** When you come walking in with their goodies, every eye will be on YOU! Once you become a "regular" face, people will start wanting to order from you. Offer their boss your employee appreciation service.
- **Encourage your Hostesses to get their 5 outside orders!** Be sure they fill out the sales ticket completely with contact info. Follow-up with them and schedule a time to "deliver" their products. Tell them you have a special "gift" for them when you meet face-to-face! Explain you do this so you can put a face to a name because you really want to know your customers.
- **Be organized** with your products and materials. Look like a PRO!
- Always keep **books, business cards with a sample, facial request cards,** and a **slammin ink pen** with you at all times!
- Have **20 Hostess Packets** prepared at all times. (Look Book, Hostess Brochure/Flier, 5 sales tickets or outside order form, recruiting lit)
- Have **50 Goodie Bags** prepared at all times. (color card, applicators, candy, business card)
- Show up to your appointments **ON TIME!** When you are always running late, you create stress for yourself and others! Also you are telling them subconsciously that your time is more precious than theirs. Give yourself some extra time to allow for "delays" like traffic or getting lost.
- Have a **professional voice mail greeting.** Children are cute but not appropriate for business line. And **check your messages** daily! Return calls promptly!
- **Be a STAR CONSULTANT** and the company will send you referrals!
- **NEVER MISS A MEETING OR COMPANY EVENT!** You will continue to learn so many great ideas that will make you even more professional and in the know. People like to go to hair dressers that attend hair shows every year and stay up on what's current and HOT!

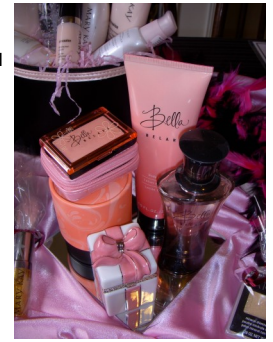


HOW TO KEEP YOUR CUSTOMERS COMING BACK FOR A LIFETIME:

- Keep adequate inventory and offer on the spot delivery! Every time I tell my new customers at parties that I have the products with me, they always say, *"Wow! I get it tonight???"*
- Sell the sizzle! Put your product orders in gift bags w/ tissue and add candy + samples! Make it look like a gift!
- Offer the gift with purchase on any order of \$40 or more! Be sure to include this in your class presentation.
- Send the Hostess a thank you/reminder card before her class.
- Be on PURPOSE! You're looking for the **3 B's** at every class: **BASICS, BOOKINGS, AND BUSINESS PARTNERS.** Your **Perfect Hostess Gift** helps you to achieve that! Learn your Hostess Plan inside and out!
- Learn to **cycle classes!** The PARTY MENU is a great tool (see our website) for repeat customers who have been there done that! This will help you to "spice it up" a little bit!
- Share your **Customer Perks** at every appointment. Why would they want to shop with you when they could just pick something up at Walmart? For example, I offer my Customers 5% back at the end of the year! (Customer Perks are listed on the Placemats we use at our classes. See www.melissamays.com for a copy.)
- Learn to enroll your customers in your goals. When you WIN, THANK THEM! I talk about my goals at every facial and class and tell them how they can be a part of it! Every year when I return from Seminar, I send a thank you letter with pictures sharing the excitement with them. You can even invite them to your Star or Car Party. Invite them over to celebrate!



- Set a beautiful table display. You want them to be drawn to the table when they walk thru the door. See our website for some great pictures!
- Be sure each guest fills out the **Customer Profile Card** completely at every appointment! This is one of your best Customer Service tools! You'll find out valuable information from her: products she likes, birthday, spouse, her friends, contact preferences, etc. **Have a system** to keep this information organized and accessible. (File box, MY CUSTOMERS on Intouch, BLVD, etc.)
- Transfer their information to your FOCUS CARD to help keep you on your toes for proper follow-up.
- Call your customers in **2 days, 2 weeks, 2 months**. 2 days to check to see how they like the products they purchased and to answer any questions about how to use them. 2 weeks to see how the skin care is working with their skin. Sometimes this call can actually be their Check-Up appointment. 2 months for reorders. You can set follow-up dates on **MY CUSTOMERS** or just mark it in your calendar.
- Send **thank-u cards** to every person who attends your classes!
- The last week of every month print a list of **Customer Birthdays** for the upcoming month. Prepare your Birthday Cards and call their spouse to offer your gift services. Deliver their gift at work!
- Keep in touch! Use the **Preferred Customer Program!** It's the most inexpensive way to send keep your customers thinking about your products. Just think, they pass the Oil of Olay display several times a month maybe even weekly at Walmart and the drug store!



- When you talk to your customers **make notes about the conversations**. This can be a great lead-in for your next contact.
- Keep **All-Occasion Cards** and send people notes!
 - Got a **job promotion**. Drop them a card to congratulate them.
 - If they have been **sick**, send them a **get well card** with a tea bag or chicken soup packet inside.
- Send them a **Quarterly Newsletter**. Recognize birthdays for those 3 months, Top Hostesses and your #1 Hostess. You could also have Top 20 Customers so far for the year and have a picture of the gift you will give your #1. Don't let this one shut you down. Katherine Waters, our Virtual Assistant can create and mail this for you! katherinewaters@insightbb.com
- Keep the products in front of them. Keep them involved. Invite them to meetings. Have a quarterly Open House! Build those relationships!

HOW TO ENTICE YOUR CUSTOMERS BACK IF YOU HAVE LOST TOUCH:

- **Offer a GIFT!** I like to call my customers and tell them it's **Customer Appreciation Month**. I drew their name out of my customer base and they won a GIFT! Ask them when is a good time to deliver their gift, at home or at work? (offer 2 options until you get the set time.) I wrap up hand cream samples with a business card and gift certificate for \$10 FREE product. You can also do this during their Birthday month or even Christmas!
- **Offer a WELCOME BACK SPECIAL!** Before you remove someone from your PCP list that hasn't ordered in a while, give them a call first. You could offer them BUY ONE GET ONE FREE on one of their favorite products! The key is you **MUST** deliver this product in person! The more time you spend with your customers the more you build the relationship!



And last but not least....affirm to yourself and your customers that,
"I have the BEST CUSTOMERS in all of MARY KAY!"
 What you believe, you will achieve!



HOW TO WOW your Customers!

by SSD Melissa Mays

"It costs five times as much to attract a new customer as it does to maintain an established one." -Mary Kay.

This is a Relationship Building Business. Remember that one purchase can lead to a long-term relationship! When you take care of your Customers, they will take care of you!



HOW TO ATTRACT NEW CUSTOMERS:

- **BE A _____ MAGNET!** Pretend that every person you meet has that **invisible sign** that says, **"Make me feel important."** Practice smiling at people and saying, "I care about you", just with your eyes.
- **Be an _____ giver!** Do not share your dirty laundry with others. When people ask you how you're doing, they really don't want to hear about your drama! The appropriate answer is, "Great! How are you?"
- **Learn to _____!** God gave your two ears and only one mouth for a reason.
- **Learn to memorize names.** Play the memory by association or "nick-name" game.
- **Look your best!**
Wear a **sharp outfit** and your **Mary Kay pin** every where you go!
Carry a **sharp handbag, tote bag, or brief case.**
- Learn to be a **SINCERE _____ giver!**
- **Deliver products at people's _____.** When you come walking in with their goodies, every eye will be on YOU! Once you become a "regular" face, people will start wanting to order from you. Offer their boss your employee appreciation service.
- **Encourage your Hostesses to get their 5 outside _____!** Be sure they fill out the sales ticket completely with contact info. Follow-up with them and schedule a time to "deliver" their products. Tell them you have a special "gift" for them when you meet face-to-face! Explain you do this so you can put a face to a name because you really want to know your customers.
- **Be organized** with your products and materials. Look like a PRO!
- Always keep _____, **business cards with a sample, facial request cards,** and a **slammin _____** with you at all times!
- Have **20 _____** prepared at all times. (Look Book, Hostess Brochure/Flier, 5 sales tickets or outside order form, recruiting lit)
- Have **50 _____ Bags** prepared at all times. (color card, applicators, candy, business card)
- Show up to your appointments _____! When you are always running late, you create stress for yourself and others! Also you are telling them subconsciously that your time is more precious than theirs. Give yourself some extra time to allow for "delays" like traffic or getting lost.
- Have a **professional _____ greeting.** Children are cute but not appropriate for business line. And **check your messages** daily! Return calls promptly!
- **Be a _____ CONSULTANT** and the company will send you referrals!
- **NEVER MISS A _____ OR COMPANY _____!** You will continue to learn so many great ideas that will make you even more professional and in the know. People like to go to hair dressers that attend hair shows every year and stay up on what's current and HOT!

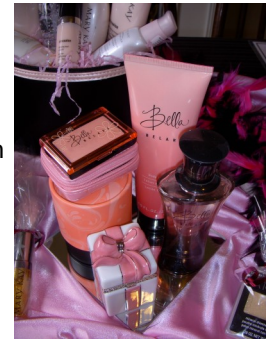


HOW TO KEEP YOUR CUSTOMERS COMING BACK FOR A LIFETIME:

- Keep adequate inventory and offer on the spot delivery! Every time I tell my new customers at parties that I have the products with me, they always say, *"Wow! I get it tonight???"*
- Sell the sizzle! Put your product orders in gift bags w/ tissue and add candy + samples! Make it look like a gift!
- Offer the gift with purchase on any order of \$_____ or more! Be sure to include this in your class presentation.
- Send the Hostess a thank you/reminder card before her class.
- Be on PURPOSE! You're looking for the **3 B's** at every class: _____, _____, _____.
Your **Perfect Hostess Gift** helps you to achieve that! Learn your Hostess Plan inside and out!
- Learn to **cycle _____!** The PARTY MENU is a great tool (see our website) for repeat customers who have been there done that! This will help you to "spice it up" a little bit!
- Share your **Customer Perks** at every appointment. Why would they want to shop with you when they could just pick something up at Walmart? For example, I offer my Customers 5% back at the end of the year! **(Customer Perks are listed on the Placemats that you can use at your classes. See www.melissamays.com for a copy.)**
- Learn to enroll your customers in your _____. When you WIN, THANK THEM! I talk about my goals at every facial and class and tell them how they can be a part of it! Every year when I return from Seminar, I send a thank you letter with pictures sharing the excitement with them. You can even invite them to your Star or Car Party. Invite them over to celebrate!



- Set a beautiful _____ display. You want them to be drawn to the table when they walk thru the door. See our website for some great pictures!
- Be sure each guest fills out the _____ **Profile Card** completely at every appointment! This is one of your best Customer Service tools! You'll find out valuable information from her: products she likes, birthday, spouse, her friends, contact preferences, etc. **Have a system** to keep this information organized and accessible. (File box, MY CUSTOMERS on Intouch, BLVD, etc.)
- Transfer their information to your _____ CARD to help keep you on your toes for proper follow-up.
- Call your customers in 2 _____, 2 _____, 2 _____. 2 days to check to see how they like the products they purchased and to answer any questions about how to use them. 2 weeks to see how the skin care is working with their skin. Sometimes this call can actually be their Check-Up appointment. 2 months for reorders. You can set follow-up dates on **MY CUSTOMERS** or just mark it in your calendar.
- Send _____ _____ **cards** to every person who attends your classes!
- The last week of every month print a list of **Customer Birthdays** for the upcoming month. Prepare your Birthday Cards and call their spouse to offer your gift services. Deliver their gift at work!
- Keep in touch! Use the **Preferred _____ Program!** It's the most inexpensive way to send keep your customers thinking about your products. Just think, they pass the Oil of Olay display several times a month maybe even weekly at Walmart and the drug store!



- When you talk to your customers **make notes about the conversations.** This can be a great lead-in for your next contact.
- Keep **All-Occasion Cards** and send people notes!
 - Got a **job promotion.** Drop them a card to congratulate them.
 - If they have been **sick,** send them a **get well card** with a tea bag or chicken soup packet inside.
- Send them a **Quarterly Newsletter.** Recognize birthdays for those 3 months, Top Hostesses and your #1 Hostess. You could also have Top 20 Customers so far for the year and have a picture of the gift you will give your #1. Don't let this one shut you down. Katherine Waters, our Virtual Assistant can create and mail this for you! katherinewaters@insightbb.com
- Keep the products in front of them. Keep them involved. Invite them to meetings, Saturday Beauty Brunches, Photo Shoots, Hostess and Customer Appreciation Night, THE PINK PARTY, etc. Have a quarterly Open House! Build those relationships!

HOW TO ENTICE YOUR CUSTOMERS BACK IF YOU HAVE LOST TOUCH:

- **Offer a _____!** I like to call my customers and tell them it's **Customer Appreciation Month.** I drew their name out of my customer base and they won a GIFT! Ask them when is a good time to deliver their gift, at home or at work? (offer 2 options until you get the set time.) I wrap up hand cream samples with a business card and gift certificate for \$5 in FREE product of \$30 for only \$20. You can also do this during their Birthday month or even Christmas!
- **Offer a WELCOME BACK SPECIAL!** Before you remove someone from your PCP list that hasn't ordered in a while, give them a call first. You could offer them BUY ONE GET ONE FREE on one of their favorite products! The key is you MUST deliver this product in person! The more time you spend with your customers the more you build the relationship!



And last but not least....affirm to yourself and your customers that,
"I have the BEST CUSTOMERS in all of MARY KAY!"
 What you believe, you will achieve!