

Building Customer Loyalty

There are certain steps a consultant takes if one wants to build a solid reorder business, increase customer loyalty, and develop a pool for future personal team members.

1. Facial a prospective client and sell her a full Basic Skin Care Set. She is now considered to be you customer. File her profile in your permanent alphabetized card file. Call her back in 2 days to check her progress.
2. Schedule her check-up facial, preferably within 8 week, offering her the opportunity to be a hostess and be in our Before and After Portfolio
3. Put her name on your next Preferred Customer Program list, and contact her at least quarterly.
4. Keep any promised you make and deliver promptly.
5. Put re-order labels on your products and literature so she can find you when she needs you.,
6. If need me exchange or refund graciously and quickly.

Meeting a Mary Kay User

When a Consultant meets a Mary Kay user wanting to order products, she needs to ask specific questions to determine if this person is an established customer of another active Consultant:

1. Who is your consultant? (If you personally know that the Consultant is active say, "_____ is a wonderful Consultant! You are lucky to have her. I'll let her know that you need_____."

If you do not know her say,....."I haven't met her yet!

2. "Do you receive mailing from her every few months?"
3. "Has she called you in the last 6 months, or have you had contact with her?" If she indicates that she has a Consultant, tell her thank you for being such a loyal customer to Mary Kay. Part of the Company's ethics is that we do not "steel" customers from one another.
4. However, if she does not has a Consultant who is servicing her to her satisfaction, then by all means offer your services.

Customers Attending Skin Care Classes

If another Consultant's customer is attending a class, honor her order so the hostess will receive credit. Write her Consultant's name on her profile so you can call her and let her know what the customer bought for her records. DO NOT add her to your customer file as long as that Consultant is actively caring for her.

Potential Recruits

If the customer is interested in the opportunity, you go through the same 4 questions to determine if she is an established, well-served customer of another active Consultant. If she is happy with that Consultant or she is a close relative of hers, you shouldn't have any problem encouraging her to contact her Consultant about the Mary Kay opportunity.

When there is a personality conflict or a problem with the present Consultant, the final choice is always up to the customer or prospect. If this prospect has not been offered the opportunity, then by all means ask her.

Go-Give Attire

In respect for your sister Consultants and Directors and their guests, you always attend meetings and skin care classes in professional dress. This means skirt and blouse, or dress, hose, dress shoes, fresh make-up. Other guests look at every Consultant in the room and they must respect your appearance before they want to become one of us. A Go-Give Mary Kay Consultant should always think of the example she sets.

The important GO-GIVE RULE is to ask yourself "What would I want someone else to do for me?" Another help-full guide is "What would I do if Mary Kay herself were standing beside me. How would I dress, what would I say, how would I act?"