

Mountain Top Achiever's Guide

Customer Service 101



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CUSTOMER SERVICE ESSENTIALS

What is the lifetime value of a customer? Most businesses are in the dark and without a strategy. By using this guide, and the ideas contained in it, you'll extend the lifetime value of your customers and keep them looking beautiful and well-stocked!

Keeping in touch with your customers is a truly significant investment in yourself. Not only does it build your reorder business, but it also builds customer loyalty and satisfaction.

When customers are satisfied with you, they are generally eager to share the names of their friends, family, co-workers, etc. Remember, existing customers, as well as potential customers, buy *you* first and the product second.

SCRIPTS FOR EFFECTIVE CUSTOMER SERVICE AND CONTACT

Below are proven dialogue scenarios to maintain contact with your current customers, and also to create new business. Even if a guest doesn't purchase from you at your skincare class, it is still very worthwhile to follow up. Following up with them builds not only your professional image but also creates business you might not have had. If done consistently, this leads to long-term and win-win relationships.

SCRIPT: NO PURCHASE

If a prospective customer didn't buy anything: Use a dialogue like this one:

- Hi_____, How are you? This is _____, your Mary Kay Beauty Consultant.
- Thank you for coming to _____'s skincare class last week and allowing me the opportunity to introduce you to Mary Kay.
- When someone as (lovely, knowledgeable, professional, etc.) as you say "no" to our products, I want to make sure I answered all of your questions and concerns about our products.
- "What did you like most about our products?" Wait for her response
 - Identify interest points and offer other products she may not be aware of (any of our masks, sun care products, men's skincare line, etc.)
 - Find the real objection – if there is one

POST-PURCHASE SCRIPTS

SCRIPT: SMALL PURCHASE

If a customer only bought one or two items, such as mascara or body care moisturizing lotion: Use a dialogue like this one:

- Hi_____, How are you? This is _____, your Mary Kay Beauty Consultant.
- Thank you for coming to _____'s skincare class last week and allowing me the opportunity to introduce you to Mary Kay.
- How are you enjoying your _____?
- Let me give you an individual facial to be sure you try the right skincare formulations and answer any questions.
- Would a weekday or the weekend work better for you?
- Morning or afternoon?
 - *Never give more than two options, and always assume the appointment*

SCRIPT: PURCHASED A SET(S)

- Hi_____, How are you? This is _____, your Mary Kay Beauty Consultant.
- Thank you for coming to _____'s skincare class last week and allowing me the opportunity to introduce you to Mary Kay.
- "How many compliments have you had this week since you've been using Mary Kay!"
 - Wait for reply and respond appropriately
 - Give examples of how products they didn't purchase would benefit them and book an appointment with them to discuss.
 - Don't explain anything or discuss it with them at this point
 - Remember, your goal is to get in front of them again!
- Jane, listen, would you just run through your daily skincare steps for me so I can be sure you're using them correctly? *Pause and Listen*

SCRIPT: REORDER (DOESN'T NEED ANYTHING)

Use a dialogue like this one and *remember to Press Hot Buttons Like Reminding Her How Much She Liked the Mascara, Lip Color, Etc.*

- Hi_____, How are you? This is _____, your Mary Kay Beauty Consultant

- Joan, I need your help!
- I'm currently in a contest and brainstorming names of people who would like to try the products you enjoy using.
 - *Remember, people don't generally give up names easy. You may need to come up with a gift or referral credit for each one they give.*

SCRIPT: SCHEDULING BOOKINGS

When calling a customer to obtain a booking, use a dialogue like this one:

- Hi _____, How are you? This is _____, your Mary Kay Beauty Consultant
- I'm calling all of my clients to schedule (Spring, Fall, Winter, etc.) skincare classes and show Mary Kay's new (Spring, Fall, Winter, etc.).
- I just knew you would want to step into (Spring, Fall, Winter, etc.) with the latest glamour colors and techniques.
- Would a weekday or the weekend work better for you?
- Morning or afternoon?

SCRIPT: CALLING REFERRALS

When calling a referral from one of your customers, say something like this:

- Hi _____, this is _____, Mary Kay Beauty Consultant.
- Listen _____, Betty Jones was so pleased with the Mary Kay Skincare program I introduced her to last week, she suggested I call you to offer you a complimentary facial!
- Would a weekday or the weekend work better for you?
- Morning or afternoon?
 - *Remember, the more objections you overcome now, the easier the sale will be, and the less resistance you will have!*

SCRIPT: IN THE NEIGHBORHOOD

- Hi, Sue, this is _____ with Mary Kay!
- Do you have a quick minute?
- I'm delivering in your area tomorrow, and I'm calling to see if there's anything you need to keep you beautiful!

- Do you have the most recent Look Book handy?”
 - If not, refer to the items in her profile, and say:
 - How are you doing on _____ (cleanser, moisturizer, etc.)?
 - Are you good on mascara and oil-free eye makeup remover?”
- Give them ideas of what they might need.
- If you need to leave a voicemail, add:
 - Hi, _____. I hope you’re doing great!
 - Call me when you get this message.
 - I just have a few questions about the _____ (insert product here) you’re using

SCRIPT: MONTHLY FOLLOW-UP

It’s a good practice to call your customers monthly. Whether they answer or not, the conversation is always the same:

- Hi, Sue, this is _____ with Mary Kay!
- I’m calling to see what you need to keep you gorgeous this month!
- If you need to leave a voicemail, add:
 - I have a few questions about the _____ (insert product here) you’re using
- Most customers will respond and won't mind if you call them monthly.

HOLIDAYS

In addition to your monthly customer calls, check-in with your customers around each holiday. The more holiday ideas you add, the more contact you make, the more likely they are to buy from you more often! Be creative – your customers will love it!

- Mother’s Day
- Easter
- Grandparent’s Day
- Christmas