

FIVE GOOD REASONS TO CALL YOUR CUSTOMERS

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BEFORE YOU SAY GOODBYE:

When your customer says YES, your sale isn't complete until you've done three things:

1. **CONFIRM THE ORDER.** After the customer has agreed to buy, be sure to (a) restate the order (b) check the purchase information & check her address (d) arrange for delivery or pickup and (e) watch for opportunities to upsell!
2. **ASK FOR AND ANSWER ANY ADDITIONAL QUESTIONS.** This helps people feel comfortable about their decision and makes them less likely to change their minds.
3. **MAKE YOUR FAREWELL WARM AND POLITE** no matter what happened during your call. Remember, first impressions are usually lasting!

1. **THANK YOU** - for an order, for bringing a problem to your attention, for a suggestion.
2. After a PCP mailing or after you have sent a brochure or postcard.... make sure they received it; tell them about it if they didn't see it; answer questions.
3. **NEWS** - Let them know about new products or services! Offer a first look or opportunity to try the products. Check up from the neck up!
4. **BARGAIN** - Any special offer deserves a special call!
5. **INACTIVE CUSTOMERS** (those who haven't bought in awhile) - say hello, ask questions, probe problems tactfully, invite back with an offer for an update pampering session!

FIVE ESSENTIAL ELEMENTS OF EVERY DIALOGUE!

1. Verify that you are talking with the right person.... call her by name or by title.
2. Identify yourself....
3. Let her know you are a MK consultant and ask for a few minutes of her time.
4. Give a specific reason why you are calling.
5. State a benefit as soon as you can. Let your prospects know what they gain from what you have to offer! For example:

"Hello Susie... this is Barbara with Mary Kay calling! Do you have just a quick minute? Great! I just wanted to check to see if you received the brochure with the special Mini Mineral Eye Color Compact offer that I sent you? Wonderful! I knew that compact would be something you would love and want. Would you want to check and see what MK items you are running low on today? You only need a \$40 or more order to get your compact FREE!"

For example:

"OK Susie, let me just be sure I got everything down! You wanted a TimeWise Cleanser and Moisturizer and a black mascara. By the way, Susie, I have a special on Eye Defining Pencils this month. Purchase one at the regular price and you get the second one at half price! You'd love the Violet Ink and Steely Pencils to go with your Eye Compact, and that would be a savings of \$12! Would you like me to put those in also? Great...I know you'll love them! I'll be in your area tomorrow and can drop your order off around 3:00 if that is convenient. Are you still at 400 Lovely Lane? Wonderful! I'll look forward to seeing you then! Thank you so much, Susie! I always enjoy talking with you and so appreciate having you as a customer!"

Make it your goal to call a certain number of customers every day this week!