

The Fortune is in the FOLLOW-UP!!!

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It doesn't matter if it's the first day of your Mary Kay business, or if you have been in the business for years, one of the primary business skills you will need to be successful is good follow-up. Focus on building a relationship, trust and a rapport with all whom you meet. Have you ever heard that you only have one chance to make a great personal impression? It's true. Also, do not assume they know that you are a consultant, make sure to give them your business card and offer your services. Personal and timely service is key! Have products on hand, your customers will stay loyal to you and it saves time and money for you.

So, how do you go about following up the correct way?

The first part of following up actually happens well before you make the first call, it happens during your initial contact. First, gather some information in a casual way without trying too hard. Most people will be more than happy to let you know about themselves. Look for topics you may have in common, and take notes of the details if possible. Let's say you met a new client at your son's baseball game. Build a relationship with her and weave your Mary Kay business into the conversation. I have done this for many years and many of the mothers are now clients and team members. (I took gifts to all the moms and offered my services). Build relationships and the business will come!

Remember that when you receive information from a new contact to always follow-up within 24/48 hours!

Follow-up Statistics:

79% of leads are never followed up on!!!

48% of sales people never follow up with a prospect

25% make a second contact and stop

12% make three contacts and stop

10% make more than three contacts

2% of the results come from the first follow-up attempt

3% of the results come from the second follow-up attempt

5% of the results come from the third follow-up attempt

10% of the results come from the fourth follow-up attempt

80% of the results come from the fifth follow-up attempt

Mary Kay suggests the customer service 2 days, 2 weeks and 2 months follow-up approach:

- * 2 days - product checkup – best by phone. May receive responses such as: haven't tried it yet, comments/questions regarding products- use, reaction, etc. or love it! (Yay! Do they want to add anything else at this time?)

- * 2 weeks -get back together with her for her follow-up appointment (facial or party) Make sure to talk about the follow-up appointment 7x's at the first appointment so they'll come to expect it.

- * 2 months – a great idea is to recycle parties each quarter, have the same hostess each quarter. 25 hostesses x 4 parties each per year is 100 parties per year! Another great idea is to coordinate your follow-up with your pcp mailing. Preferred Customer Program is the most cost effective way to stay connected w/clients. Go to Mary Kay Intouch – business tools – preferred customer program – add in customers as you go along. We can enroll every week or at the end of the quarter, dates are listed for cutoff. PCP gets sent out 5 x's yearly. Follow up is key! Be sure to enter the details from the profile card into my customers and along and you can set 2 day, 2 week, 2 month follow-up reminders. Use the deep and wide customer tracking sheet found in the MK Library under customer service with the goal in mind to build head to toe customers. Be reachable and let them know the ways you can be contacted. Follow-up on phone calls, text messages, emails, website orders, etc. asap.

Hostess Coaching is a must! You may want to offer an incentive to keep on the original date. If an appointment is worth booking, it is worth coaching. Remember to always inspect what you expect. Make sure that your hostess knows how to maximize her party for the most rewards. Also make sure to pre-profile. See more on hostess coaching on Mary Kay Intouch & datebook.

Follow-up is also important with your new team members. Go to team building on Mary Kay Intouch for additional information and for a recruiter's checklist for how to support your new team member in getting her business off to a great start. She needs to hear from you and to know that her success is important to you. Continue to follow-up with her consistently.

Focus on incorporating all methods of follow up as you progress up the ladder of success Build relationships, person to person, and you will have a great business. Remember, "They are buying your personality, trust, follow-up and your expertise." Always work your business with Golden Rule customer service and you can't go wrong!

Additional information about following up can be found on Mary Kay Intouch www.marykayintouch.com . Go to Consultant Education then to the MK Library. There you will find information on new clients, hostess coaching, the skin care class, customer service, team building and recruiters checklist.