

## ***The Value and Benefits of Superior Customer Service***

### **Sales Director Heather Pratt**

Customer Service is what truly sets Mary Kay apart from other companies, and building relationships with customers is the number one way to soar in sales in your business.

*"It costs five times as much to attract a new customer as it does to maintain an established one. So determine to make your customer the happiest in town. If you will take care of your customers, they will take care of you."*

*---Mary Kay*

So how do you build a business based on superior customer service?

1. Your customers judge your "book" by the cover.
  - a. Take an honest look at your appearance. Would you buy from you based on your appearance? Current hairstyle? (What EENS D Gloria Mayfield Banks says about hairstyle) We don't always have to be in a skirt and heels, but people, who know what we do, are looking at us. Be a great "advertisement" of MK products.
  - b. Do you have problems with your skin or do you have an updated glamour look? Don't be afraid to reach out! Call Medical or ask your director or a consultant you admire for her suggestions or input.
2. Realize that the majority of customers are fickle and can be swayed by flashy ads and promises from other companies.
  - a. You must develop the type of relationship with her so that she would never consider using another line of products OR another consultant.
    - i. I honor the Golden Rule when dealing with other's customers; however, I don't hesitate offering her my services, if she has a difficult time getting products.
    - ii. Have adequate inventory for the amount of customers that you plan to service.
  - b. Never ever miss an enrollment for the Preferred Customer Program. Always have a MK website.
    - i. Your customers must know what products are available at all times.
  - c. Be a woman of your word and deliver products when you say that you will.
3. Handwritten notes go a LONG way. Write a short note to your hostess/guests/customers once a year to let her know that you value her.

### **My Personal Tips for Customer Service**

1. When mailing products, include a self-addressed, stamped envelope with her order so that she can easily send you a check.
2. Send her a postcard offering her special savings during her birthday month. I offer 40% off one item or set and 10% off anything else she would like to buy. Gets lots of people on sets they might not otherwise try.
3. Instead of offering the product minis, give her a Section 1 product for her gift with purchase. No credit toward company or unit contests for product minis. Examples: hand cream, foot cream, beauty blotters, eye shadow, lip balm with SPF 15, Satin Lips balm, Satin Lips mask.
4. Refer to discounts that you give as "savings" rather than calling them discounts. Our product is too good to be "discounted," so you want to create a positive connotation.
5. When a current customer refers a new customer to me, who purchases, I offer her \$5 off her next order.
6. If possible, keep up with any births, deaths, or other special events in her family and remember her with an appropriate card along with a short personal note.

Always remember that if you show you care, you'll have a LOYAL customer for LIFE!