

2+2+2 Customer Service Follow-Up System

Adapted from Melinda Mercedes Balling, FESSD

Supplies Needed:

- Profile Card Box with 12 divider tabs for months January – December.
 - Also, 12 more dividers signifying Week 1, Week 2, Week 3, Week 4.
 - You will need 3 sets of these. I used 6 sheets of cardstock paper cut in half.
- 3x5 Box for Birthday file. Alpha dividers. Make a card for each customer signifying her Birthday. At the end of each month send postcards or birthday cards with a birthday special for the upcoming birthdays (next month).

Customer Service Profiles:

- Complete a customer profile card for each customer. Front side contains contact info & basic skin care questionnaire.
- The back side is where you will write all her purchases (or) just paperclip the carbon copy from her receipts to her card. (You can also staple an envelope to this card and slip all her receipts in there)

Setting up your Customer Service Profile System:

- Start your monthly tabs beginning with the current month. Put 4 weekly dividers behind the first 3 months. For example:
 - January Tab (dividers...week 1, 2, 3, 4,)
 - February Tab (dividers....week 1, 2, 3, 4)
 - March Tab (dividers....week 1, 2, 3, 4)
- Once you complete a month, you move that divider/month to the back of the notebook and place the 4 weekly dividers in the 3rd month.

Example:

You facial Susie on January 3rd. You complete her Customer Profile Card. On the back side you write which items she purchased, indicating colors and formulas.

Keep Susie's Profile card in the front of the binder/box until you check back with her in a couple of days. Then you move her sheet to week 3 in January (that is 2 weeks after the sale). You then check in with Susie again. Let her know you will be checking back in a couple of months, but she is welcome to call you if she has questions or needs product before you check back.

Susie's Profile sheet now gets filed in third week in March. You follow up with Susie and again, have 3 reasons for calling (see scripts).

If you get voice mail, always leave an exciting message....

Hi, Susie, its _____with Mary Kay, I have an exciting offer for you, which is time sensitive. Please call me back at your earliest convenience so I can give you all the fabulous details! My number is _____, again this is a limited offer, so can me back as soon as you can. Once again my number is _____.

Print these scripts! Keep one in your profile card box or customer service binder.
Keep the other in your datebook for customer service calls on the go.

Customer Follow up Calls: 2+2+2 (Calling 2 days after sale was made)

Hi, this is _____ with Mary Kay. I just wanted to call and say thank you for sharing your time with me the other day! I really enjoyed getting to know you and I had a great time. I'm just doing a little check-up call to make sure that you took your products out of the box and have started using them. How do you like your products? Is everything working well for you? (Let her answer)

If yes: Great! Is there anything else that you forgot to order the other day that you want to add to your regimen?

If not good: oh! Well, we'll just have to fix that. Let me ask you a few questions... *(Provide the 100% satisfaction guarantee through problem solving).*

Closing: Do you have any questions about anything? (Let her answer) Great! Be sure to friend me on Facebook so I can add you to my customer page!

(Current Client) I want you to know I appreciate your loyalty and your referrals. Is there anyone you can think of who is over worked and underappreciated, I'd like to give them a \$10 gift certificate from you at no cost to you. Who can you think of? Thanks _____! You're simply the best; I will call you in a few weeks to see what results you are beginning to see with you products. Have a great day!

Follow up Calls by MKassistant: 2+2+2 (Calling 2 weeks after basic/supplement sale was made)

Hi, this is _____ with Mary Kay. I'm just doing my little check-up call to see how your skincare regimen is working for you now that you've been using them a few weeks? (or - how you are liking your colors, etc.) Is there anything we need to adjust or add to your daily routine?

If yes: Great! Is there anything else that you want to add to your regimen now that you know the MK products work for you? *(make a suggestion based on her profile card (or) her recommended products list on her InTouch MyCustomers file)*

If having problems: (problem solve)

If not sure: No worries! All skin care/supplement products will take from 2-8 weeks to show evident results in the skin. I assure you that changes are happening. Let's make sure you are using the product correctly. How are you using it? How often? (Correct her technique if needed).

Close: I will check in with you in several weeks to see how you are doing. Can I do anything else for you at this time?

Follow up Calls by MK Assistant: 2+2+2 (Calling 2 months after sale)

Hi, this is _____ with Mary Kay. This is just a courtesy call to check up on your Mary Kay! I'm just checking in like I promised to see how your skincare regimen (or how you like your colors, etc.) is working for you? Is there anything you need or anything new you would like to try?

If fine/doesn't need anything: Great! Isn't it amazing how long these products last! How much of your product do you have left? Wow! The normal reorder for this item is ___. May I ask you, are you using it morning and night? (or *whatever would apply*). Are you happy with the results? Great!

- **If unsure they like the results:** The normal reorder time for this product is ___ when using it ___. So for optimal results you may want to try that.

If says I'm glad you called, I need a few things: Great! I can take that order for you. (take her order and make recommendations). I'm so glad you are happy with the results. The normal reorder for this product is ___ so you're right on target.

- If they are going through it fast, let them know how much they should be using, how often, and what the normal usage is.

Closing: Client, I can have your product waiting for you to pick up, or would you like me to deliver, or mail this out to you? Now, before I let you go, I just wanted to set up your next seasonal appointment with me. I like to see each of my clients 4 times a year for a update if you'll have me. This is my opportunity to show you what's new and SPOIL YOU... of course! Plus with the season changing, so does your skin... When would be best for you? I schedule my update appointments on ___ or ___. (Book her)

PCP Script:

If you put all of your customers on the PCP List, then you can simply call when the new catalog comes out. It's OK if it's off by a month at first, if you do your 2-day and 2-week calls then you will have a good relationship established!

Hi, this is _____ with Mary Kay! I'm just doing my quarterly check-up call with all my favorite customers to see how your skin is doing and if you need a re-fill on anything. I also wanted to make sure that you got the catalog in the mail—you should have gotten it in the last week or so. If you have any questions on the new products, just let me know. We can meet in person anytime or I can send you some samples.

Model Booking Script:

Hi client! Okay super random question... I'm putting together a model portfolio and I need faces for it. Basically, you get a MK facial and a glamour makeover. Then we take a before/after photo (which I text to you afterwards.) Any chance you would want to be a part of it? It's free... I just need 100 faces for it! Let me know and I can give you the scoop ☺