

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 with special Birthday discount for 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 _____.

2+2+2 Customer Service Call Scripts

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)

Hello _____, this is _____, I wanted to follow up on your purchase you made _____.
I have you as ordering _____. How do you like your products?

If good: Great! I'm so glad to hear that.. MK is famous for giving the most excellent customer service in the business. So, I will check in on you from time to time to be sure your needs are satisfied and that you are the first to know if any specials are going on or if there are any new products in are line. (If newly on basic or supplement....True results will be pretty evident in about 2 week's time and you will be calling her back to check on her results.)

Now I wanted you to know, as an added service I placed you on my preferred customer list at this time. This allows you to be the 1st to see the new trend looks and products out for the season and also gives you a gift with purchase option for all your future reorders with me. Sound good?

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.)

Close: If new/ I am looking to build life a long relationship with you where I can provide you your MK service so to appreciate your loyalty I will be giving you a loyalty card with your first re-order where you can receive \$15 free with me ...just for staying loyal to me!

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 MK assistant: 2+2+2 (Calling 2 weeks after basic/supplement sale was made)

"Hello _____, this is _____, I wanted me to check up on the results of your new skincare/supplemental products. Now that you have been using them a few weeks I trust that you are happy with the results?"

If yes: "Great! Is there anything else that you want to order now that you know the MK products work for you?" (Make a suggestion: from her prescription list from her appt.) (If yes, take the order. Ask if she would like to pay retail or get them free. Close sale)

If having problems: (Problem solve.) If not sure: "all skincare/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 the product? 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?

I want you to know I appreciate your loyalty and your referrals. (If previously gave referrals, I want you to know _____ totally loved her gift certificate from you and we have her appointment scheduled for _____. Thanks for referring her. Is there anyone you can think of that's over worked and under-appreciated? Thanks again! Have a great day!

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

"Hello _____, This is _____. How are you? Great! This is just a courtesy call to check up on your supplies. How are they doing?"

If says fine, "I don'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 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 your right on target. (If they are going through to fast let them know how much they should be using, how often and what normal usage is.) You must be using the product as prescribed. "

In closing: " _____ I will have your product waiting for you to pick up/or would you like me to deliver/send this out to you? Now, before I let you go, I just wanted to set up your next seasonal appt. with me. I would like to see you 4 times a yr for a free 15 minute update appt, 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)