CUSTOMER SERVICE Mindset

Today I want to talk about you being a BRIGHT SHINING STAR in the lives of your customers with your VALUE ADDED SERVICE! Your customers aren’t just buying our wonderful product, they are buying YOU, YOUR ADDED VALUE, AND THE POSITIVE IMPACT you make in their lives. They will remain loyal to you through thick and thin! They WANT YOU to be part of their experience!

Some years ago I had a favorite gas station. Pumping our own gas had become the norm, but credit cards weren’t in common use then, so we had to go into the station to pay for the gas. When I’d walk in the door the person behind the counter looked up and said, “Hi Mary!” I loved it! I never had to show my drivers license for the check I wrote, and I felt appreciated and welcomed. After a few years the gas station was sold to a new owner. The first time I walked in the door the new owner never looked up, and when it was my turn to pay he just told me my total, took my check and asked to see my drivers license. Gave me an abrupt thank-you and moved on to the next customer.

That man was under the erroneous assumption that I had come to that particular gas station for the GAS!! There were at least 3 other gas stations within the block with gas at the same price--I didn't choose that gas station because of the GAS! I chose it because that gas station made me feel appreciated and warm when I did business with them. So guess what? I was off checking out and looking for my next favorite gas station, and eventually I found one that earned my loyalty—-and it had NOTHING to do with the GAS!

Why do your Mary Kay customers come to you, remain with you and refer people to you? What VALUE could you add that is over and above just allowing them to buy the product from you?

Here are some things that are valuable for all of our customers:

CALL/TEXT/MESSAGE THEM MONTHLY. MONTHLY. They are always running out of something and this gives you a chance to get them using MORE MK, versus MORE other stuff.

“Hello _____, it’s ______ your MK Lady, girl, I’m just calling to see if you are out of, or getting low on, ANYTHING you need to KEEP YOU BEAUTIFUL…..”

And 2 more things….. could be….. SPECIAL for the month, need a face MODEL at meeting, invite to an event, FREE MK, get your opinion of new, invite to ____…

1. IMMEDIATE delivery of product: Most customers won’t reorder their cleansing cream until they have cut open the tube and are scraping the sides. If our customers have to wait for an order to come in, believe me, they are either:
   A. Checking out the retail stores, or
   B. Looking for a different consultant.

2. Gift-with-Purchase on the Preferred Customer Program:
   With Mary Kay being the most popular brand on the market, your customers know other women using Mary Kay. They know that other people are getting a quarterly mailing and receiving a gift-with-purchase for each reorder over $40. Many of them will switch consultants for that reason alone.

3. Convenience of ordering on-line. This is a no-brainer :o) You can get a Mary Kay Website for $50 a year—about $4.00 a month! Make it easy for them.
4. What other ideas do you have that you could do to make their experience with you SPECIAL??
   * reorders always look like a present – with bows :o)
   * twice a year SPECIALS to all skin care customers? Usually do 2-3 of these a year
     - June – MY BIRTHDAY, so I give them a Special Prices
     - Jan – THANK YOU with Happy New Year Specials
     - Spring Color Beauty Bar Open House
     - Nov – OPEN HOUSE – they can use bonus credit for all year ONLY at my Open House

   * Other specials...promote a different product each month through email with a special deal?
   * Refresher facials and updates at least once a year?
   * Candy in their reorder bag?
   * Christmas Cards and Thank-you notes?

The MOST VALUABLE thing about our MARY KAY Business to US is the on-going income from our customers!! Think about it--a realtor has to sell a house to get the income. She gets paid once. A car dealer gets paid per car, and maybe a reorder every three to 5 years. A salaried person gets paid one time for the effort and time spent.

YOU get paid over and over again for everything you do!!!!! You sell that basic once, and you are paid on that sale for years!!!! Your product runs out and has to be replaced!!! Take good care of those people!! They are your MONEY TREE!! You teach and train a new consultant once, and you are paid on that for years!!!! (I was paid $5,700 last month alone for the consultant training I've given over the years.)

Some consultants might think they just peddle cosmetics---they may wish to rethink this! Our #1 product is available to anyone with a quick look at marykay.com. They can have that product on the way to them from any local consultant with the click of a mouse. If they only wanted the product (think "gas") that's what they would do everytime. They want YOU and the ADDED VALUE they get by doing business with YOU!

Make your business your OWN! Make it special! Make it warm and welcoming!
A good customer will purchase $900 a year from you! What if you had 10 good customers? ($9,000 in sales---$4,500 profit--a nice cruise?) What if you had 25 good customers? ($22,500 in sales--$11,250 in profit--redecorate the house....finish off the basement....) 50 Good Customers? ($45,000 in sales...$22,500 in profit.....redo the kitchen, add on a family room....) 100 Good Customers ($90,000 in sales....$45,000 in profit...take the family to Europe for a month!)

Have a PLAN AND A PURPOSE AND A BENEFIT for yourself that you can chart and focus on! That will make you even more creative in giving EXCELLENT service to your customers!! What are you working for right now? Don't know? GO SHOPPING!! TAKE A PICTURE!! And put it on the cover of your datebook!

You are SPECTACULAR...You are WONDERFUL...There’s a WHOLE WORLD out there waiting for you!!! Your WORLD CLASS TICKET to this world is customer service, and teaching others to do the same!!!