

Good Customer Service Can Mean Great Profits for You!

Good customer service is a valuable technique top Consultants and Directors use to make their careers as profitable as possible. They know that making the initial sale is just the beginning because it represents only a small portion of what a customer can contribute to their business over time. Reorders, future bookings, referrals, and new recruits all come from good customer service. Independent Executive Senior Sales Director, Dotti McGuiness of La Center, WA., says the following customer service tips work for her and her Beauty Consultants.



Five Good Reasons to Call Your Customers:

1. Thank you - for an order, for bringing a problem to your attention, for a suggestion, for a referral.
2. After a Preferred Customer Program mailing or after you have sent a brochure or postcard - to make sure they received it, to tell them about it if they didn't see it, to answer questions.
3. News - to let them know about new products or services, to offer them an opportunity to try the products.
4. Bargain - to let them know about special promotions.
5. Inactive accounts - to say hello, ask questions, probe for problems, invite them to be your customer again. Give them your Mary Kay Personal website address so that they can browse at their convenience.

Five Essential Elements of Every Dialogue:

1. Verify immediately that you're talking to the right person.
2. Identify yourself
3. Ask for a few minutes of her time.
4. Give a specific reason why you are calling.
5. State a benefit as soon as you can. Let her know what she will gain from your offer.

Before You Say Goodbye:

When your customer says "yes", your sale isn't complete until you do these three things:

1. Confirm the order. After the customer has agreed to buy, be sure to: restate the order, check the purchases information, and check her address.
2. Ask for and answer any additional questions. This helps people feel comfortable about their decisions and makes them less likely to change their minds.
3. Make sure your farewell is warm and polite, no matter what happened during your call. Remember, final impressions are usually lasting.

Turn Overstocked Inventory into Profits:

1. Review your customer files and separate them into two groups:
 - a. Customers who use the type of product you've overstocked.
 - b. Customers who use products that are related to your overstocked product.
2. Make targeted phone calls to these groups.
3. Don't forget to follow up. Some of your customers can't buy right away. Ask if you should call back - say, in a week or a month - if the overstock is still available. You will be surprised at how many say "yes."

More Good Reasons to Call Your Customers:

1. Limited time offer or event - "Get it now before it's too late."
2. Referral - Always try to find someone to recommend you.
3. Special Occasion - Get them involved in the excitement.
4. New Idea - Think about ways to serve your customers. They'll reward you with loyal business.