

PREFERRED CUSTOMER FOLLOW-UP

THIS FOLLOW-UP IS DESIGNED TO ASSIST YOU WITH A NEW LEAD LIST AS WELL AS EXISTING CUSTOMERS. OUR BUSINESS IS DESIGNED AROUND BUILDING RELATIONSHIPS WITH EVERYONE YOU COME IN CONTACT WITH, WHETHER IT IS FUTURE CUSTOMERS, HOSTESSES OR TEAM MEMBERS. THE BEST WAY TO IDENTIFY NEEDS AND HELP ANOTHER PERSON IS TO KNOW MORE ABOUT THEM.

BELOW, ARE A LIST OF QUESTIONS FOR YOU TO TEST YOUR KNOWLEDGE REGARDING YOUR CUSTOMERS AS WELL AS QUESTIONS TO ASK YOUR CUSTOMERS THAT YOU CAN UTILIZE TO GET TO KNOW THEM BETTER. KEEP IN MIND YOU ARE NOT GOING TO GET ALL THIS INFORMATION FROM ONE MEETING. THIS IS CONTINUOUS PROCESS. WE ARE BUILDING CUSTOMERS FOR LIFE! THE KEY IS TO CONTINUE TO DIG AND BUILD THE RELATIONSHIP UTILIZING ALL CONTACTS WITH THE CUSTOMER. I RECOMMEND THAT YOU CREATE A FILE FOR EACH OF YOUR CUSTOMERS SIMILAR TO YOUR FILE AT A DOCTOR'S OFFICE. THEY CAN TELL YOU ABOUT EVERY DETAIL OF EVERY VISIT. YOU SHOULD BE ABLE TO GO BACK THROUGH NOTES AND KNOW THE HIGHLIGHTS OF THIS PERSON AND HER FAMILY.

WRITE DOWN EVERYTHING YOU KNOW ABOUT HER?
IS SHE LOYAL TO THE PRODUCT?
WHAT PRODUCTS IS SHE USING?
DO YOU HAVE A WISH LIST FOR HER?
WHERE DOES SHE WORK?
WHAT IS HER JOB LIKE?
HAVE YOU EVER VISITED HER AT WORK?
DO YOU HAVE AN IDEA OF WHAT SHE MAKES AT HER JOB?
DO YOU DELIVER YOUR PRODUCTS OR DO YOU HAVE SOMEONE ELSE? (ALWAYS RECOMMEND YOU DO THIS YOURSELF)
DO YOU MAIL HER PRODUCTS?
HOW OFTEN DOES SHE PLACE ORDERS?
WHEN HAVE YOU SEEN HER LAST?
DOES SHE PARTICIPATE IN SALES YOU HAVE?
DOES SHE ATTEND YOUR HOLIDAY OPEN HOUSE?
DOES SHE UTILIZE YOU FOR GIFT GIVING?
WHERE DOES SHE LIVE? IS IT CLOSE TO YOU?
HAVE YOU BEEN TO HER HOME?
WHAT IS HER PERSONALITY STYLE?
DOES SHE USE PRODUCT CONSISTENTLY OR IS SHE ON AND OFF?
IS SHE MARRIED?
DOES SHE HAVE CHILDREN? IF SO HOW MANY? AGES? LIKES/ACTIVITIES?
DOES SHE HAVE FAMILY THAT LIVES LOCAL? IF NOT WHERE?
HOW LONG HAS SHE LIVED IN HER COMMUNITY?
WHAT ACTIVITIES IS SHE INVOLVED IN?
UPBRINGING...HOW WAS SHE BROUGHT UP? TRADITIONS?
IS SHE INVOLVED IN CHURCH?
DO YOU ENJOY SPENDING TIME WITH HER?

THESE CONVERSATIONS WILL TAKE PLACE IN MANY WAYS, ON THE PHONE, AT THE BALLPARK, AT CHURCH, ETC... THE OPTIMUM IS TO BE IN PERSON. KEEP IN MIND YOU WILL ALWAYS WANT TO TRANSFER THE INFORMATION YOU LEARN BACK TO HER FILE.

YOU CAN FULFILL THE MISSION STATEMENT AT MARY KAY IN ALL ASPECTS OF OUR BUSINESS IF BUILDING RELATIONSHIPS IS YOUR FOREMOST GOAL!

LISTEN TO THE RECORDING AND HEAR HOW THE INFORMATION YOU LEARN CAN ALLOW YOU TO WORK WITH YOUR CUSTOMERS EFFICIENTLY AND PROACTIVELY MEETING ALL THEIR NEEDS.

CARE ENOUGH TO PREPARE FOR EACH CUSTOMER INTERACTION.