

# Power Selling Plan

Keep Calm & Sell On!!



## Do you need a customer service system that works?

Do you know that it takes 10x more work to find a new customer as it does to retain an existing customer?

We all want to retain the customers we have and give them the best customer service available but sometimes we don't have a successful system in place and they unknowingly fall through the cracks.

This system will help you stay in contact with your customers on a regular basis, take advantage of all new selling opportunities and create raving fans of your business!

We will walk you through the following steps:

1

Organize

2

Follow Up

3

Introduce New Product



### SCRIPTS

We have included simple scripts for you to follow.



### TRACKING

As simple system to keep track of your customers, their purchases and contacts made.



### IDEAS

Additional tips and resources to help you sell your way to success.

**We are going to keep things simple and organized and get results.** This is a combination of different scripts and customer service systems. **The idea is to connect with each potential guest through two methods of communication (ie. Text, Facebook, Email, Voxer, Phone Call, In Person etc) each time.** How they respond to you is likely their preferred method of communication. There are also great systems like TouchPoints where you can track your customers and schedule each of these texts on the appropriate dates and not have to worry about them again. *For more information on TouchPoints contact Senior Sales Director Kendal Parker 801-603-6216 or TouchPoints representative Wade Turley at 801-285-0466.*

#### **CUSTOMER SERVICE STEPS:**

1. **Purchase Thank You**— Your customers will appreciate a ‘thank you’ after their initial (or repeat) purchase! Whether that is an actual thank you card or postcard you pop in the mail or just a quick text or message; if you are organized it won’t take more than a minute or two to show your appreciation for them and start to create loyalty for years to come.
2. **2 Day Follow Up**— Checking in with them 2 days after their purchase will ensure that the product they have purchased is the right choice for them and that they are happy with their purchase. This is also the perfect opportunity to answer any questions about use or application.
3. **2 Week Follow Up**— At two weeks your customer has become accustomed to using the products they have purchased and have often been thinking about other products they loved but did not purchase at their initial appointment. You might find that you will often make additional sales with this follow up.
4. **2 Month Follow Up**— Checking in with your customers 2 months after their purchase is crucial because this is when they might start to run out of their product. In a national survey customers said they often liked the products they purchased and would purchase them again but were never followed up with and/or never got around to or forgot how to contact their beauty consultant again.
5. **Quarterly Product Follow Up**— Any new product launch is a great opportunity to get in front of your loyal customers again! Share your excitement in learning about the new products and what they have to offer.
6. **Preferred Customer Program Follow Up**— Every 3 months Mary Kay will send a Look Book with samplers of the new products to your customers for \$.70 each. This is such a great deal! It is a great way for your customers to always be informed and acquainted with our product line. It is also a great opportunity to introduce different existing product lines to your customer (skin care customers to color, body care and perfumes etc to loyal customers).
7. **6 Month Facial Follow Up**— This is a great opportunity to follow up with customers that you haven’t seen in a while and/or you want to reconnect with. With the changing of seasons often our skin care and color products need updating. Your customers will appreciate the help you can offer with these needs!















Follow Up	Script
Purchase Thank You	Hi _____! I just wanted to tell you again how much I appreciate your support of my business! I enjoyed spending time with you today and know you will LOVE your _____ (products purchased)! I will check in with you in a few days to make sure everything is working well for you and you are loving the way your skin feels :)
2 Day Follow Up	Hi _____! This is _____ your Mary Kay girl. Just checking in to make sure your _____ (products purchased) is/are working for you and you are happy with your purchase. Thanks so much for letting me be your beauty consultant :)
2 Week Follow Up	Hi _____! This is _____ your Mary Kay girl. I just wanted to check in with you to see how your _____ (products purchased) is/are working and see if there is anything else you need ? I'm happy to help ANY way I can :)
2 Month Follow Up	Hi _____! This is _____ your MK girl. Just checking in to make sure you are happy with how your _____ (products purchased) is/are working for you and see if you might need refills or ANYTHING else? Thanks for being such a loyal client :)
Quarterly Product Follow Up	Hi _____! How are you? I just got my new (spring, summer, fall, winter, holiday etc) products in and I need a few guinea pigs to give feedback on them so I can determine what to stock. Thought I'd ask you! Wanna be my guinea pig? Hugs, _____
Preferred Customer Program Follow Up	<p>Hi _____! This is _____ your MK girl! I'm just checking in to make sure you received your new Mary Kay catalog in the mail yesterday? It is introducing our new (spring, summer, fall, winter, holiday etc) line and has some awesome samplers in it!</p> <p>IF YES– Oh good, I'm so glad it arrived safely! I'm doing deliveries in your area (or getting some other shipments ready today). Is there anything I can bring (or send) you?</p> <p>IF NO– That's ok! I'm sure it'll be there soon. In the meantime can I send you a quick link to our eCatalog?</p>
6 Month Facial Follow Up	Hi _____! This is _____ your MK girl! You were on my mind today and I just wanted to check in to see how your skin is feeling and how YOU are doing? I would love to get with you for a quick check up facial. I know you probably deserve some free pampering and I would LOVE to see you again :)