Booking and Customer Service

By: Senior NSD Kathy Helou

Bookings are the lifeline of your business…. When you are out of bookings, you are out of business so become a master booker. Here is a plan I know will help all of you obtain bookings and secure future bookings:

1) Decide how many new customers you would like to have this year (Our Example: 100 new customers)
2) Break that goal down into 12 months. That would be 8 per month.
3) Break that monthly goal down into a weekly goal. That would be 2 per week.

Sounds easy, doesn’t it? In my years of experience I have determined there are two basic ways to obtain customers:
(1) Passing out your business card
(2) Making phone calls

Decide how many phone calls PER DAY you will make and how many cards you will pass out PER DAY (5 days a week). Then mail one Beauty Book per day to someone in your same telephone exchange or on your street. If you try this for 4 weeks the effort you put forth will product results!

For those of you who already have existing customers, here is your dialogue to get back in touch with your customers:
“Hi ______ this is _______ with Mary Kay Cosmetics, do you have a minute? I wanted to take a minute to tell you how much I appreciate your confidence IN ME as your personal consultant. I was looking at your profile and realized we met __ months ago and have spent____ dollars in reorders with me since that first time and I want to thank you again! I just had a goal session with my director and I am dedicating myself to the best possible customer service you could ever want and Customer Awareness. Just as the stores are showing the new Holiday colors, so is Mary Kay, and I have mine to show next week! I thought I would ask your permission to put a STAR on your profile and call you when they are here to show them to you or have you stop by… (wait for answer) And by the way, speaking of customer service, are you running low on anything?”
(If she is a new customer of only a few weeks, say this: “By the way I know the _______ was your first MK purchase but I also remember you wanted to add ____________ to your list and I will be making deliveries in your neighborhood on ___________ would you like me to bring these by?) And lastly, I have started a Customer Referral Reward System! What better way to meet MK customer than through someone like you who loves this product?! For each referral I will discount your next reorder purchase ___% or give you a fun gift and since I know your face will be with MK the rest of your life… that could really add up! Just think of the comments you have received on your ______ (skin, or new eye/lip colors) Again, thanks for being one of my wonderful customers!”

Ready to book your way to success?! Let me help you make a plan!!

Connie