

PCP Follow Up will increase your sales

I have heard that people will try the PCP program for a few times and then feel like it isn't working to their expectations. PCP will work for us even better when we work our PCP. Enrolling your customers in the PCP program is the first step. Next is to educate your customers on the benefits of receiving the LOOK book. They will be the first to see the newest products released by Mary Kay. There will be a sample in it every time so look to see what it is and give it a try. I will have a little personal note to you and it will have my name and contact # so you will know every time how to get ahold of your favorite Mary Kay consultant. And I will have a FUN FREE gift for you every time you purchase \$40 or more!

The LOOK book mails out just a few days after the new products come out; New Product launches are Feb 15, May 15, Aug 15 and Nov 15. Another perk for you as a PCP participant is you can always order the new products on the 10th instead of the 15th which allows for you to get new products on your shelves early so when your customers get their book you will have it available to deliver! If your people are new to the PCP program then you could send out a message for them to be on the LOOK out for their new Spring LOOK book to be in the mail and to be sure to look for the FREE sampler.

You will receive a FREE LOOK book when your customers start getting their books. When your book arrives, you can start calling your customers to see if they have gotten their LOOK in their mailbox. Some sample scripts will follow:

Hello this is _____. Am I calling at a bad time?

I just wanted to check to see if you have gotten your Spring LOOK book in the mail?

Have you had a chance to take a peek?

Did you try the sample? What did you think of that?

My goal is to have the products on hand that people might want. What products would you think would have the highest demand? Or if you were purchasing what kinds of things would you be interested in?

Did you notice the new colors? I think color is really hard to tell from a book, perhaps it would be even more fun to get together and have a little playdate with make up and just a few of your friends. Does that sound like fun?

What I want most is for my Mary Kay to be accessible and convenient for you so I just wanted to make myself available to you. Is there anything I could be helping you with at this time?

With the winter weather are you noticing any dryness or oiliness to your skin?

Sometimes I can find myself in a little rut with my make up and getting just a few new ideas can be so helpful.....if that ever happens to you be sure to let me know so we can get together and just play and try a few things for fun.

Thanks so much for your time and thanks for the opportunity to be your personal shopper for your skin care & color needs.

You wouldn't ask every question but hopefully this will get you started to creating a conversation to learn the needs, likes and wants of your customers. FOLLOW UP is key to the success of your Mary Kay customer service! It shows that you care and creates loyalty for life!