

what to say to those "Long Lost" Clients?

1. Hello this is _____ with Mary Kay.
Am I calling at a bad time?

2. "I have to apologize for NOT calling you sooner and I need to get some feedback from you. Would it be alright if I asked you a few service-related questions?"

3. Are you still using your Mary Kay Products?

4. Which products do you find yourself using and liking the most?

5. I just want you to know that I really appreciate you as a customer and one of my favorite services is keeping my clients up to date on the latest and greatest and the best way to do that is to get together and play makeup-----
Would getting together to try new colors and share some new glamour tips sound like fun to you?

When they respond with a YES go into a booking dialogue.

If they are interested in getting together but not right now—ask
"When would you imagine it to be a better time?"

"If they respond with a NO which it seldom happens ask-----
Another service is to touch base every couple months just to see if you are in need of anything and to make myself available for your convenience-----Would it be ok to touch base periodically?"

Then follow up at
the suggested time!

6. I like to call my customers every 4-6 weeks just to make myself available and convenient. Which call schedule would you like to be on?

7. I have been sending our quarterly LOOK BOOK to you. I trust you have been getting it? Do you usually take the time to look at yours? Is it ok to continue sending it to you?

8. Share your goal (eg) *I have been challenged to do 5 facial every week so if you should ever have a need to try something new don't hesitate to ask.*

You could also share any hostess special you have going on!

9. Thanks so much for your time....I really appreciate you.
I will send you a little Thank you gift in the mail.
When would you like me to get back with you? Is daytime or evening better to call?