

connect with your customers

build relationships by prioritizing



Have you ever looked at your customer list ready to make some connections and then quickly lost motivation? You're not alone. That's what happened last fall to **Independent Future Executive Senior Sales Director Vicki Piccirilli** of Tampa, Fla. "Thinking about calling 150 customers was so overwhelming that I didn't call anyone," Vicki, a member of the Independent National Sales Director Cathy Littlejohn Area, shares. And those customers certainly weren't calling her.

During this time, Vicki also realized that while the Mary Kay® product line is vast, most of her customers only purchased select items. "I knew I had to somehow make my customers think of me whenever they needed anything I offer – instead of going to the drugstore to buy it"

That's when Vicki decided to put into action a customer service concept she learned about in a previous career. To get started, Vicki used the "Customer Groups" function in myCustomers® to group all of her customer into Groups A, B and C.

group a

In Group A, she placed the names of women with whom she feels a strong connection. "When I read Group A names, they make me smile and brighten up. They are the women I want to spend more time with," Vicki says. For Vicki, this group numbers about 40, and she recommends keeping this group anywhere from 10 to 40.

Vicki calls everyone in Group A inviting them to coffee, breakfast or lunch. "I let them know this invitation is a simple thank-you for being my customer and about reconnecting with them," Vicki explains. "I truly go into each meeting without any other motives. It's all about building relationships."

Group A also is set up to receive all Preferred Customer Program mailings, including *The Look* and Month 2 mailers; e-mails and MKeCards®; special thank-you gifts that are personally delivered throughout the year; and phone calls about every three months to keep the connection flowing.

group c

In Group C, Vicki placed those who make minimum purchases, such as only a few lipsticks per year. Group C receives the *Beaut-e-News*™ e-newsletter and a call every six months.

group b

In Group B, Vicki placed the names of customers who order a few times a year but aren't as strongly connected to her. This group numbers about 70.

While Group B does not receive invitations for a meal or coffee, Vicki continues their Preferred Customer Program mailings and calls them once each quarter. Group B also receives MKeCards® and the *Beaut-e-News*™ e-newsletter.

the results

After Vicki first began meeting with the women in Group A last November, she was astounded by the results. Without ever being asked, most Group A women placed an order on the spot or booked a class. From Group A connections, Vicki booked about 20 classes and added three new team members. To her amazement, Group A customers requested more contact from her.

Group A connections also created the full-circle momentum for more bookings and additional team-building opportunities.

From Group A, B and C contacts, Vicki estimates that her sales have increased more than 25 percent. She attributes that to increased customer contact – getting her "face" in front of her customers on a regular basis. She's also rejuvenated her personal enthusiasm for customer service now that she has a manageable plan. "I'm so invigorated now that I have a plan for building relationships – the aspect of this business I love so much," Vicki says.

Every few months, Vicki reviews names in Group A to determine if she would like to meet with anyone in that group again. She's also found that each group fluctuates. For example, she may decide that Group A women who elect not to meet with her should move to Group B. And some new women she meets are added to Group A and so forth.

Others in the Littlejohn Area have adopted Vicki's customer service plan and are seeing similar results. It could be just the plan to keep you focused and motivated to increase your customer service goals!