

# Focus on Customers

With holiday parties to plan, shopping lists to complete and travel plans to make, it may seem like your focus is scattered. But now, especially, is the time to focus clearly on your customers, giving them the best customer service you possibly can. After all, you want them to remain loyal customers into the new year – and for life!



## Building Relationships

Independent Executive National Sales Director Emeritus Mickey Ivey operated her Mary Kay business by putting customers first. On the June 2007 *Pink Link*™ DVD, Mickey shares her tips on customer service with Vice President of U.S. Marketing Greg Franklin.

“You have to be interested in each customer to meet her needs,” Mickey advises. “It is very important that she realizes that when you call her, you’re calling because you’re interested in her and her skin care needs.”

That means thinking from the customer’s point of view, like Mary Kay Ash taught. First and foremost, you’ll want to remember what products she likes most and record her unique preferences. For example, if she loves lip color and likes to be on-trend, then be sure to let her know when new shades are launched.

Once you build trust by remembering a customer’s likes and dislikes, she is more likely to introduce you to her friends who have the potential to become new customers. “Each appointment comes from an appointment,” Mickey explains. “You don’t have to know a lot of people. It just multiplies.”

## Compliments Still Count

Mickey always made an effort to compliment her customers, making that gesture part of her selling strategy. After selling a product, she’d call the customer to see how many compliments she had received after using it. “If she hadn’t received a compliment, I created one and thanked her again for being my customer,” Mickey recalls.

In fact, during the first two calls Mickey made to customers after a purchase, she simply asked how they were doing. Those calls weren’t about selling products – they were about building trust. On the third call, Mickey would mention a special product she was featuring that month and ask if the customer was interested.

It all boils down to building customer trust first. “You want to service her and make her feel that you truly are *her* Independent Beauty Consultant and not someone just taking her money,” Mickey shares.

## Satisfaction Guarantee

Another way to build trust is pointing out the Mary Kay satisfaction guarantee to customers. In fact, you may want to consider showing potential customers an actual Mary Kay® product ad featured in several national magazines this fall. The ads highlight the Mary Kay satisfaction guarantee, giving it substance while building your selling confidence and helping new customers feel totally at ease with their purchases. As a reminder, here is the Mary Kay satisfaction guarantee:

Mary Kay Inc. stands behind its products sold by our Independent Beauty Consultants. If for any reason you are not completely satisfied with any Mary Kay® product, it will be replaced without charge, exchanged or the full purchase price refunded following its return to your authorized Mary Kay Independent Beauty Consultant or, if she is no longer active, to the Company with proof of purchase.



## More Resources

Customer focus is the topic of the *Customer Care Commitment* CD available for \$2.50 from the LearnMK® Media Source. On this CD, Independent National Sales Director Jan Thetford, who has a proven track record of keeping her customers happy, shares tips

and insights on having a commitment to service.

You can hear more from Mickey Ivey on the June 2007 *Pink Link*™ DVD or by clicking on “Mary Kay Videos Online” on the Mary Kay InTouch® Web site home page.

“Outstanding sales depend on your ability to think from the customer’s point of view and understand and respond to your customer’s best interests.”

– Mary Kay Ash