

Optimal customer service plan!

1. You have EACH of your customers in MyCustomers on MKIT!

-Log in, go to MyCustomers and then 'Add Customer'

2. Track each customer's order history!

-Creating individual orders each time they order on MKIT

-Add notes to the notes section about order history and personal life on MKIT

3. Give your customers a birthday and/or anniversary discount!

-only pick one, birthday or anniversary—it might get too confusing to do both

Example:

-15 or 20% off that month (more if they get together with you?)

-\$20 free

-A discount or free product for the anniversary month of when they became your customer

4. Rewards System

*Make sure they are loyal to YOU, not just our products!

-Find a simple way to track the reward system

-Easy to understand

Example: For every \$10 you spend, you get \$1 FREE to be redeemed at a Product Preview or appointment

5. 2+2+2 Binder

-track when to contact your customers after they have purchased from you

-2 days, 2 weeks, 2 months

-2 Days is to make sure they've opened the products, 2 weeks is to make sure they're liking the product and are seeing results, and 2 months is to see if they need to reorder!

Example: Use a binder or accordion file to track either sales tickets or notecards with dates to check in

6. Product Previews/Stop N Shops

- Each time a new line comes out, host a product preview to give your customers a sneak peak
- Make sure to have other products featured as well (Example: Glow and Tell table, Foundation Station, Fragrances, etc.)
- Send a video of how to use the new products—or use your director's video

7. Preferred Customer Program

- Use MKIT to enroll your customers in PCP
- Call them either before, or right when they get their catalogs to check in and talk to them about new products they might love and/or what they're running low on.
- You could do a sale or just promote the Free Gift With Purchase that MK offers every quarter.
- *Go back and look at their profile cards—I'm sure they didn't buy everything they wanted on their first appointment. What were their problem areas they wanted to work on? "Now might be a great time to try out the _____ because I know that's something you've been concerned about."

8. Labels on products

- Do you put your labels on every single product you give to customers?
 - within reason-don't put them on lipsticks/lip glosses or items they'd use in public
- Give them your business card on a magnet so they can always have your information when they need it
 - can be purchased through MK Connections

9. Do your customers feel 100% pampered and taken care of?

- If you were your own customer, would you like the service you're getting?
- Think of your favorite store and how they treat you, are you making your customers feel that way?

- Do they know about our 100% satisfaction guarantee?
 - Make them raise their right hand at the appointment and have them repeat after you about the guarantee
- Do you call them just to check in?