

PERSISTANCE PAYS!

80% of all sales are made after the FIFTH CALL!

45% of salespersons give up after the FIRST CALL.

25% give up after the SECOND CALL

12% make THREE CALLS then stop

5% quit after the FOURTH CALL

10% keep on calling after the FOURTH CALL. AND TO THIS PERSISTANT 10%
GOES 80% OF ALL SALES!!!

PHONE ETIQUETTE

1. Call between 9am and 9 pm unless you know the person very well and have permission to call other times.
2. When leaving messages leave your name, phone number and what you're calling for. To a customer "Hi, this is Mary Smith your Mary Kay consultant. I was just calling to see you loved the "lipstick" sample I gave you! Give me a call when you have a minute at 555-5555 or I'll try you back! Bye!"

When calling another consultant: Be positive, no whining, complaining or being a #3 person to talk to! Be go-give, upbeat, brief (remember MK tells us 3 minutes), and end with a positive; such as, let's both do the meeting challenge or let's be in our red jackets together by the end of the month. Don't issue your own "assignments" do the company challenges or your director's to stay focused.

When calling your director: Always leave your name, phone # (with area code if you're in different states) and what you're calling for. Don't just say "CALL ME," it is courteous to be specific and allows your director to get any info. Needed before calling you back so she doesn't hold you up looking for answers and allows her to prioritize your call so when you need her right away she can call you right away. When no messages are left, these are our last callbacks, as we don't even know what information to leave on an answering machine for you. Many times questions can be answered on machine and then we can chat later about your business.

REASONS TO CALL CUSTOMERS:

1. Thank You: For an order, for bringing a problem to your attention or for a suggestion.
2. After Preferred Customer Mailing: make sure they received it, tell them about it if they did not see it and tell about the free gift with purchase. Answer any questions they might have.
3. News: Let them know about new products or New Special Promotions. Offer a first look for be the first to see and try the new products.
4. Bargain: any special offers deserve follow up calls to your customers.
5. Inactive accounts: say hello, ask questions, would love to continue servicing you, invite them back to try new products that are out.
6. Referrals: say, my challenge this week is to get the opinion of 5 women who have not tried Mary Kay in awhile, who do you know who would enjoy seeing our new products? Offer a free gift for 5 referrals. (Always ask customer to recommend you to their friends)
7. Special Occasions: Call your customers, Mother's Day baskets, Easter Gifts, Graduation Gifts, Secretaries Day (coffee and cream mugs) etc. Always let them know you are doing this for....