

# BOOKING & CUSTOMER SERVICE

by NSD Kathy Helou

Booking is the lifeline of your business...when you're out of bookings, you're out of business...so become a master booker. Here's a plan I know will help all of you obtain bookings and secure future bookings.

1st...Decide how many new customers you'd like to have this year (Example; 100)

2nd...Break down that 100 into 12 months and your monthly goal is 8.

3rd...Break down that monthly goal down to a weekly goal of 2 new customers.

Sounds easy, doesn't it? Well in my 10 years experience, I've determined that there are 2 basic ways to obtain customers:

(1) passing out you business cards

(2) making telephone calls

Decide how many phone calls PER DAY you'll make and how many cards you'll pass out PER DAY ( 5 days week). Then mail one Beauty book out per day to someone in your same telephone exchange or on the same street. If you try this for 4 weeks the effort you put forth will bring results!!

For those of you that already have existing customers...here's your dialogue to get back in touch with each of your customers.

"Sue, this is Kathy with MK Cosmetics, do you have a second? I wanted to take a minute to tell you how much I appreciate your confidence IN ME as your personal consultant. I was looking at your profile and realized we met \_\_\_ months ago and you have placed \_\_\_dollars in reorders with me since that 1st time and I want to thank you again! I just had a goal session with my director and I'm dedicating myself to the best possible customer service you could ever want and Customer Awareness...just as the stores are showing in the new \_\_\_\_\_ (seasonal) colors, so is MK and I'll have mine to show in

\_\_\_\_weeks! I thought I'd ask your permission to put a \* on your profile and call you when they are here to show them to you or have you stop by...( wait for answer) And by the way, speaking of customer service, are you running low on anything?"

(If she is a new customer of only a few weeks say this .."And by the way, I know the BASIC was your first MK purchase; but I also remember you wanted to add a concealer and highlighter to your set (or any item she showed of interest in) and I'll be making deliveries in your neighborhood next\_\_\_\_ would you like me to bring these by? And lastly, I've started a new Customer Referral Reward System. What better way to meet a new Mk customer than through someone like you who love this product! For each referral I'll discount your next reorder purchase\_\_\_\_% or give you a fun gift and since I know your face will go with me the rest of your life....that could really add up. Just think of the comments you've received on your skin, or on your new eye or lip colors or your new nail color. Again. THANKS FOR BEING ONE OF MY WONDERFUL MK CUSTOMERS!"