

GOOD CUSTOMER SERVICE: **MASTERING SCRIPTS**

I'm sure you have heard the phrase, "Don't re-invent the wheel." When you are new, you are so excited that each person you call gets excited with you! It's contagious! Do you want to keep that success going? Use Mary Kay's proven methods! They provide great scripts that work for each new product they come out with, and your Career Essentials is full of great booking and team-building scripts. We suggest you pick one and focus on memorizing and perfecting that script for at least a month before you try another one. There is nothing more confusing than trying a different script each night. You'll be so much more effective if you choose to focus on one and perfect it so that it comes out naturally. Then if you want to try a new one, or personalize it, you can do so with confidence. First prove to yourself that you can do it. Why scripts?

1. First, they will give you confidence. If you use a script, you don't have to worry about remembering it all; the information is written there for you. They also keep you focused. You'll be starting with your friends and family, and it's easy to start catching up and forget why you called. If you have that script sitting in front of you, it keeps you focused and gives you the best, most effective way to say why you are calling.
2. Second, they have proven to be effective! Someone else has done all the work for you- they have gone out, tried all different types of booking techniques, and found this particular one to be most effective. Obviously there are different personality types, so there are different scripts, but as you look over them, look for one you would say and stick to it.
3. Third, they are duplicate-able. While being a national sales director may only be a dream in the back of your mind right now, it's important to start your business the right way. When you hold your first class, use the flip chart and read it word-for-word, & the people at the class will realize they can do that, too! It doesn't make you look unprofessional; it shows that you believe in the company and what they have to say. The more classes you hold, the more you will be able to improvise, and you may not even need the flip chart. I encourage you to continue to use it, because it will be an effective team-building tool as they can picture themselves in your shoes.

Believe me, you will always have plenty of time to "wing it" when you converse with your new customers and get to know them. There will always be people who ask questions you have never had to answer before, and the more prepared you are with scripts, the more of an answer you will be able to give. While you won't get an objection like, "I don't think I should have to wash my face" very often, if you are comfortable with teaching proper hygiene as part of the basic skin care program, you'll already be prepared with a response.

Customer Service:
If you don't take care of the customer, SOMEBODY ELSE will!

It costs 6 times more to attract a new customer that it does to keep an old one.

A typical dissatisfied customer will tell 8-10 people about their problem.

7 out of 10 complaining customers will do business with you again if you resolve the complaint in their favor.

If you resolve the complaint on the spot, 95% will do business again.

Of those customers who quit, 68% do so because of an attitude of indifference by the company or specific individual.

In Summary, all of these facts say... CUSTOMER SATISFACTION EQUALS SUCCESS!!!

"Attitude is a little thing that makes a BIG difference!"

