

CUSTOMERS AND THE GOLDEN RULE . . .

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WHO IS YOUR CUSTOMER? My definition is this ... Your customer is someone that you have treated to a complimentary makeover, helped get started on our basic skincare, and are servicing regularly (hopefully, on the Preferred Customer Program). In other words, you are following up every few weeks; you are delivering immediately and giving her the kind of service that she expects. As a result, you have earned her loyalty and she is not even tempted to buy from someone else.

Does this mean that someone who buys something from you in passing immediately becomes your customer? Not in my book. There are a lot of clients out there that buy their Mary Kay products wherever and whenever it is convenient and do not consider themselves anyone's specific client. Not until a relationship is established and agreed upon is there loyalty.

Does this mean that once you have established that relationship through service that you OWN that client? No. You can only hope that you have earned her loyalty, just like every other business strives to earn their clients' loyalty. Clients are going to buy where it is convenient. It is important to not take it personally when you hear that someone has started buying elsewhere. Handle it like a professional. One of the best examples I have ever heard came from National Sales Director, Nan Stroud. Her husband is a Dentist. When one of his patients decides to change Dentists, would it be professional for her husband to call that patient and say, "What do you mean you have changed Dentists? Don't you know that once you come to one Dentist, you are never supposed to go to another one?" Or would it be professional for him to call the other Dentist and say, "How dare you treat my patient. Don't you know that she is my patient? I treated her first and she is supposed to be mine."

Sure it hurts our feelings when we hear that someone chose another Consultant over us. Roll with it! One client is not going to make or break your business. Think about how many different shoe stores, food stores, drug stores, etc. that you shop in. Be gracious and leave that door open. Those clients may come back to you. You are here for the long haul. Just strive to earn loyalty through the very best service possible, but be so busy helping the people and working with numbers that you don't miss a few here and there.

NOW ... let's talk about your role as a Consultant in honoring the Golden Rule and encouraging clients to stay with their Consultants just like you want other Consultants to encourage yours to stay with you.

Scenario #1: You meet a sharp gal that you would like to facial and have as a client. You ask her, "How long has it been since someone has treated you to a Mary Kay makeover? Do you have a Consultant who is currently servicing you?" She says, "Yes, I buy from _____." If you know her Consultant, immediately say, "Isn't she great! I am so glad that you are a Mary Kay Client." If you don't know her Consultant, still say "I bet she is great. I am so glad that you are a Mary Kay client." I think it is alright to give her your card and say, "Mary Kay Consultants honor each other's clients. I encourage you to keep doing business with your Consultant. If you ever can not get in touch with her, feel free to call me if I can be of service in any way."

Scenario #2: Someone shows up at your class that is already on the product. Ask her if she currently has a Consultant who services her. If so, sell to her that night for the hostess to have the credit, but explain to her that you want to encourage her to continue to do business with her Consultant so you won't be adding her to your mailing list or calling her to service her. Do not book her or attempt to recruit her. If either looks promising, call the other Consultant and encourage her to follow up. If she says she won't be following up for some reason, (maybe she is not working her business and not holding classes and has no interest in team building) then get her blessing to do so. That way everyone is cool up front. I think we miss a lot of people because Consultants try to do the go-give thing and the original Consultant never follows up. The Golden Rule helps you make decisions on your actions here and in other scenarios. This can be kept at a minimum by coaching your hostesses to invite people who do not have a Consultant.

Scenario #3: You meet someone who says that they have a Consultant, but they don't like her. She is too pushy and if they have to do business with her they will not use Mary Kay. If after supporting the other Consultant the way that you would like to be supported, she still wants you to be her Consultant, what do you do? Personally, I encourage her to let the other Consultant know that she will be buying her product from someone else because of convenience, etc., so that she can take her off her mailing list. I would want to know, wouldn't you? At the same time that we want to support each other and use the Golden Rule in all situations, we can not make it hard for clients to get the product. Even though we are the #1 best selling brand of skincare and color cosmetics, did you know that the #1 reason that clients stop using our products is that they can not find someone to service them.

So ... what is the bottom line, here? We are only responsible for how we do business. We want to be sure and honor the Golden Rule in everything we do. There will still be times when we lose clients to someone else. We have to roll with it, not take anything personally. Concentrate on effort and results will come from somewhere when we are doing everything the right way.