

Customer Service Follow-Up Script

*Follow up every 3 days, 3 weeks, and 3 months!

3 Day Follow-Up Script:

Hi Susie, this is _____ with Mary Kay. I just wanted to call and say thank you for sharing your time with me the other day! I really enjoyed getting to know you and I had a great time. I'm just doing a little check-up call to make sure that everything is working well for you and that you don't have any questions about anything. I know that you are super busy, so if you're happy, don't even worry about calling me back (although I would love to hear from you). But if you have any questions or concerns at all, please call me right away! You can reach me at _____. Thanks, and have a great day!

3 Week Follow-Up Script:

Hi Susie, this is _____ with Mary Kay. I'm just doing my little check-up call to see how your skin is (or how you are liking your colors, etc)! I don't want to bother you, but I did want to make sure that everything is working well for you. I know that you are super busy, so if you're happy, don't even worry about calling me back (although I would love to hear from you). But if you have any questions or concerns at all, please call me right away! You can reach me at _____. Thanks, and have a great day!

3 Month Follow-Up Script:

If you put all of your customers on the PCP List, then you can simply call when the new catalogue comes out. It's OK if it's off by a month at first, if you do your 3-day and 3-week calls then you will have a good relationship established!

Hi Susie, this is _____ with Mary Kay! I'm just doing my quarterly check-up call with all my favorite customers to see how your skin is doing and if you need a re-fill on anything. I also wanted to make sure that you got the catalogue in the mail—you should have gotten it in the last week or so. If you have any questions on the new products, just let me know. We can meet in person anytime or I can send you some samples. I hope you're doing great! You can reach me at _____ if you need anything. Have a great day!

Be a Star!

What is the star consultant program?

The Star Consultant Program recognizes selling consultants! You can earn Star Consultant Status each quarter, from:

June 16 - September 15

September 16 - December 15

December 16 - March 15

March 16 – June 15



There are 5 Star Consultant Levels:

Sapphire	\$1,800 wholesale orders
Ruby	2,400 contest credits
Diamond	3,000 contest credits
Emerald	3,600 contest credits
Pearl	4,800 contest credits

Once you are a Sapphire Star, you can earn credit for your sales (as demonstrated by wholesale ordering) and your team building. After you reach Sapphire Star Level, you can earn an additional 600 contest credits for each personal qualified team member you add within the contest quarter. A qualified new personal team member is one whose Independent Beauty Consultant Agreement and a minimum of \$600 wholesale Section 1 orders are placed within the contest quarter.

What can I earn?

You will receive a gorgeous Star Pin from the company, as well as your choice of some gorgeous prizes! Mary Kay will send you an e-mail notification at the end of each quarter and you get to go online and “shop” with your contest credits! Then Mary Kay will ship it directly to your door!



How do I do it?

Well, a Star Consultant orders a minimum of \$1800 within one quarter, so....

\$1800 wholesale ordered in one quarter...

= \$600 wholesale order placed each month

= \$1200 retail sold each month

= \$300 sold weekly

= 3 selling appointments weekly!

Your number one goal as a new consultant should be to be a consistent Star Consultant.

This is the most important program in Mary Kay.

Focusing on STAR will build your customer base like nothing else!

Remember, STARS earn CARS!