

Make the Most of Your PCP

Babara Whitaker - Things I know for sure:

- ♥ **With out a doubt the best time to reach the most people at home is on Saturdays between 4pm and 7pm.** If they do errands on Saturday they get home between those times. If they are going out that night they are home getting ready. I can call for 2 hours each night four days a week a total of 8-10 hours and still reach by far more people 4-7 on Saturday night during those 3 hours.
- ♥ **Be sure and get your customer's work and cell number.** If she puts it on her profile then it OK for you to call her at work. If it is not OK for you to call her at work she will not put her work number on the profile or give it to you when you ask. Once she has given you her work number you do not have to ask her if it is OK for you to call her there. When you call say,
"I know I have reached you at work, so I will only take a minute, can you spare a minute right now or what time should I call you back?"
- ♥ **Having every customer on your Preferred Customer Program is a must.** This creates the best reasons possible to stay in touch with your customers by phone. It is so simple. It automatically gives you a reason to call your customers and helps you to know what to say.
 1. Call your customer three to four days after you have facialed her to ask her how she likes the products and if she has any questions. Then share with her,
"Mary, I would like to put you on my Preferred Mailings which entitles you to specials, gift with purchase and be the first to know what is new in skin care and color putting you on the cutting edge of personal care. I know you would want that"
 2. Call her the first quarter just before you enroll her on your PCP and say,
"Hi Mary, this is Barbara with MK have you got a minute? Great, I am putting together a Special mailing and I wanted to touch base with you to make sure I have your address correct. I wouldn't want someone else to get your specials." Check her address and say, *"I am preparing it now and I will get back with you once it is in the mail so you can be on the lookout for it."* After her first quarter say, *"I'm just checking to see if you are still at this address, I do my mailing third class and it is not forwarded so you would miss the specials unless I have your new address."* They usually laugh and say something like, *"yes, I'm still here, I'm not going anywhere."*
 3. Call her after the mailing has gone out and say,
"Hi Mary, this is Barbara with MK, have you got a minute? I wanted to make sure you received the new Look Book. Remember, I send it third class and the Post Office does not return it if I do not have the correct address on it. Did you get it?" Wait for an answer then say; *"Have you had a chance to look at it yet?"* If they say no, I say; *"would you mind getting it out, I have something exciting to share with you. Turn to page _____ and check out the sample of the _____.* Some of my customers have missed it and I didn't want that to happen to you." At this time I share some information about the product.

Notes:

If they are not home hang up and call back later. After calling three times and still not reaching them leave a message and ask them to call you. If they do not call, keep calling until you reach them. Cell phones numbers are great to have. When you call them on their cell do not leave a message, they will not know who you are when they see the number and they will definitely call you back to find out.