

# Preferred Customer Program Follow Up Call

Hi \_\_\_\_\_! Do you have a quick minute? Have you received your Fall/Holiday Look Book yet?

YES

NO

Great! Have you had a chance to look through it?

No problem, it should be coming any day now!

YES

NO

Great! What did you see in there that caught your eye? Did you happen to notice the sample of our new fragrance, "Thinking of You" on page 5?

YES

NO

Well, did you have a chance to try it?

YES

NO

Great! What did you think? (Let her answer and give her opinion)

Well, I really encourage you to try it...the fragrance is a fruity floral. It has a keepsake charm on the bottle that comes off and the packaging allows you to write a special note inside for gift-giving! And for a limited time there is a matching body lotion that gives the fragrance some staying power.

Well, let me tell you what to look for and what you can get excited about!! We are launching some incredible new products for the fall & holidays! First, we have a new fragrance called "Thinking of You". The fragrance is a fruity floral. It has a keepsake charm on the bottle that comes off and the packaging allows you to write a special note inside for gift-giving! And for a limited time there is a matching body lotion that gives the fragrance some staying power. You can find more details and a sample on page 5 in the Look! And then...

\_\_\_\_\_, be sure and check out the NEW limited-edition products this fall and holiday on pages 6, 12-14 and a Holiday Gift Guide in the back! Our Metro Chic Collection is versatile and easy-to-wear for all skin tones. We even have a new scent for our fabulous Satin Hands set! Would you be willing to sample this new collection and give me your opinion? I would love to pamper you with a fall makeover and help you with any gift giving for the holidays!

YES

NO

Great! Would you like a quick 10-15 min. appt. or do you want to be pampered for an hour or two? **Book** an OTG, Class, Facial, Invite to Open House, etc **KNOW YOUR SCHEDULE!!**

No problem, would you enjoy a sample of the new fragrance & colors by mail instead? When is a good time to follow-up with you to see what you thought?

So, \_\_\_\_\_ is there anything you are running low on that I can get for you?

(Know their history, if you have a sale going on, GWP \$40, etc.)

\_\_\_\_\_, who do you know that would love to give me their opinion of our new fall lineup or help with gift giving this year? \*could offer incentive FREE or 1/2 off for their referrals

\_\_\_\_\_, I just have one more thing to ask you. I am in a challenge to share Mary Kay's story with \_\_\_ women this week as part of my training, is there any reason why you can't help me out? (or use verbiage for any drawings your Director might be promoting...)

**Keep the conversation going!  
Remember, this may be your  
last chance to talk to them LIVE!**