**3.5 MANAGING REPEAT BUSINESS**

Following up with customers after the initial sale has been made is the key to a successful business. Your re-order business should eventually provide you with 50% or more of your monthly income; and it’s an “easy” income, as very little effort is required to stay in touch with customers and provide follow up service. The following system is easy to use, and a helpful way to stay in touch with customers.

**Customer Filing System**

Have every customer fill out a Client Profile card and file them alphabetically according to customer’s last name. You will need a small file box to store these cards.

**Tracking Your Customers**

Every time a customer makes a purchase, you’ll want to call her to confirm she’s using the product correctly and getting good results.

Suggested conversation starters for customer follow up:

“Monica, this is Barbara calling. I met you at Mary’s Beauty Hour. It’s been a week or so since you purchased your foundation. I just had to find out…Don’t you just love it?”

“Hello Vicky, this is Barbara, the Color Me Beautiful Consultant. I enjoyed meeting you at Mary’s Beauty Hour last Thursday and I just wanted to check with you and see how you are enjoying your \_\_\_. Do you have a minute?”

“Hi Barbara, this is Carol Smith calling. You purchased \_\_\_ from me at Mary’s Beauty Hour last Thursday. It looked great on you! I just wanted to know how many compliments you’ve received.”

Servicing your customers ensures loyalty to both you and your products. You can provide great service by calling customers with a reminder when they are about to run out of a product and offer to re-order for them. This saves customers the trouble of running out of product and then having to look up your name and number, call you, and then wait for you to fill their order.

**Customer Returns**

Providing great customer service will also include handling customer returns. As a Color Me Beautiful/Flori Roberts Consultant, you offer a complete product satisfaction guarantee.

When a customer returns a product for any reason, offer immediate satisfaction. If the product was purchased from your inventory, offer the value of the returned product towards the purchase of another product. Or, if the customer insists on returning the product for the purchase price, refund her money readily.

If a customer returns a product purchased through *At Your Service*, offer to return the product to the Company for them, or let the customer know she can return the product directly to Color Me Beautiful and her purchase price will be refunded by the Company.

**Success Tips**

Put time aside each week to make follow up calls. Following a day when no calls have been made, it will be necessary to “double up” and complete two days of calls in one day.

Try to make your customer service calls the same time every day. Choose a time when you know most of your customers will be available.

Be prepared. Prior to making calls, have your client profiles in front of you. Keep a mirror set up on your desk and check your smile before making each call. When you are smiling, it can be heard in your voice!