



Customer Service Follow-Up Scripts

Mary Kay teaches the 2+2+2 Customer Service approach:

Follow up in 2 Days, 2 Weeks, & 2 Months. Then follow up every 3 months as the seasons change, their skin changes, and our products change (new products)!

2 Day Follow up:

"Hi Diane! Evette with Mary Kay Cosmetics here checking in with you on your new Miracle 3D (Repair, etc.) How is it working out? Are you loving your skin and how it feels?? Any questions?? Thanks, girl!"

2 Week Follow Up:

"Hey Diane! Quick check-in, your skin should be feeling awesome and you should be seeing some results from your (Miracle 3D, Repair, etc.) Did you remember to take a selfie? Super fun to watch the changes over time!! Let me know if you have any questions or concerns, k?? ;)"

2/3 Month Follow Up (personalize it based on each client):

"Hi Diane, Evette your MK Girl here, hope you are doing well. :) I wanted to check in with you regarding your products, everything holding out okay? Is there anything I can do for you? Thank you!"

3 Month Mascara Follow Up:

"Hi Diane, Evette with MK here checking in with you about your mascara! My records show that you are possibly getting close to needing a new one. :) Remember that when you purchase 4 in a 12-month period, your 5th is on me!! FREE! Holler if I can help you out. Have a great evening!"

Helpful tips:

- Can use these scripts to text (add a few fun emoji's), email, call, or leave a message!
 - Refer to call/text flow chart for how to respond if they don't respond.
 - When calling, always have a smile on your face!

Do what you do so well they will want to see it again, and bring their friends.

-Walt Disney



Diligent follow-up and follow-through will set you apart from the crowd and communicate excellence.

John C. Maxwell

Go the extra mile.
It's never crowded.