

Guest Follow-Up Dialog

By Nancy Moser, NSD

Three important tools from my previous career as a dental hygienist have proven extremely important to my success:

1. Follow up ‘Every professional practices the art of follow-up. My calling every guest personally ~ is just that –a means of follow-up.’
2. Easing Fears ‘We never want guests to feel pressured or bothered. So that there is never a chance for misinterpretation, I ask permission at the event to call each guest in the days following their attendance at an event.’
3. Preventive Medicine: ‘Guests know exactly what to expect, because I tell them up front that I will be calling to ask their feedback so that I can be a better Director and we can be a better Company. There’s no surprise.’

When Calling guests, identify yourself and ask again for permission, thank them for attending the event and repeat the feedback phrase:

“May I ask for your feedback on our success meeting and the Career marketing plan, so that I can be a better Director and we can be an even better Company?”

What impressed you about the meeting? And what did you like best?”

I have found the latter two questions are best for breaking the ice. Everyone likes to feel their opinion is valued. Only occasionally do I encounter a woman unsure of what to say or standoffish, and I handle those individually. More often than not, the conversation takes on a friendly tone, and the questions continue:

“Is there anything you might change or add to help our guests learn more and feel even more comfortable?”

Did you like the free drawing for all guests and the drawings for those purchasing products or booking an appointment ?

May I ask you, what impressed you about the career marketing plan?

What benefits would intrigue you for your family and / or you?”

At this point in the conversation, I know objections will be voiced. The rule of thumb that I follow is to start to overcome the objections. However, on the third objection, I will ask another question.

“Hypothetically, if you were to begin this business for your situation now, why would you want to and what would benefit you now?”

Since the answer about a hypothetical benefit is usually money, I have a two-sentence reply.

“Great! I can teach you how you can earn more money and hour than you are earning now.

Could I help you learn how to find the time?”

“The next step would be for you to complete a Beauty Consultant Agreement, get together with me for training and in no time you will be ready to begin your business.”

At this point, if the person says ‘not yet’, I will ask permission to invite the guest to the next event, perhaps a Career Breakfast, or Area Quarterly Awards meeting. I may also ask to meet with the woman’s husband ~if that seems to be an issue. If the answer is just ‘no’, I will ask permission to invite her to a function at some time in the near future.

After completing the call, I know I have one of the following:

- 1) An informed and excited new recruit.
- 2) A potential recruit who knows what to expect.
- 3) Someone who wants to keep in touch.
- 4) Someone with whom I’ll correspond again
- 5) A referral source.

By no means do I write off any unsure guest. I myself attended several functions over a period of time before joining the company in 1981. ‘Today’s woman tends to want to think things over. We need to give her the opportunity to come to several functions if that’s what she needs.’

In addition to my personal call, I use a form letter to thank each guest of the consultants in my Unit. Each letter lists upcoming events. For prospects who seem extra interested, I also might send a copy of Mary Kay’s autobiography. ‘I love that book. I have so many copies, I lend them out all the time. Not only is it a great recruiting tool, but also a wonderful reason to call her back.’

And, for those women who remain uncommitted, I plan the seed for her to be a referral source and offer a special gift.