



Business Building Tips



SHOW SETS & You'll SELL SETS!



Reorders will be sets too!

Selling

You can find customers all around you — from friends and family to co-workers and people you meet every day. And these customers may lead you to more new customers. It all starts with building relationships and setting the tone for a successful selling situation.

Consider the five suggested ways to market products:

1. On the Face — Skin care classes and facials
2. On the Go — Quick and easy, 15-minute appointments
3. Online — Sales through your Mary Kay® Personal Web Site
4. On Paper — Sales through catalogs and brochures or Preferred Customer Program mailings
5. On With the Show — Parties that preview product sets (collection previews, open houses)



Building Customer Relationships

Denise Kucharski, Independent Executive Senior Sales Director of Wichita Falls, TX, has three important tips for building customer relationships.

Number 1: Consistency of contact. Mary Kay taught us that we should have our name in front of our customers every four weeks. I believe the Preferred Customer program can help you achieve that. In addition to mailers, I personally contact my customers every six weeks, Denise says.

Number 2: Be aware that you are competing with department stores, she advises. Make your products cute and appealing, like department stores do. And provide regular service so your customers won't be tempted to pick something up while they're out.

Number 3: Chitchat is important. I always find time to ask my customers about their jobs and their families. I want them to know that I'm interested in their lives, not just their money. Denise often makes notes about her customers' personal lives on their customer profiles. If it's something major like a death in the family or a promotion, Denise sends a card. Before Seminar, I went through my customer file and discovered that out of 200 customers, 77 have been with me for over 10 years! And 32 customers have been with me for over 20 years! I think that says a lot about customer loyalty.

For more Education please visit Intouch and click on the Education link. You will find great resources within Business Basics.