



Grand Rewards Customer Program

December 1, 2007–June 30, 2008

The average consumer spends approximately \$1,900 annually on skin care, color cosmetics and body care products. Unfortunately, our customers are only spending about one fourth of that with us!

The **GRAND REWARDS CUSTOMER PROGRAM** is designed to help you pamper your customers and inspire them to use more of their purchasing power with us. *In essence, we are not asking them to spend more money—we are working to show them the advantages of purchasing all of their skin care and cosmetics products from us!*

36 Totally Pampered Customers = Court of Sales!

The goal of the **GRAND REWARDS CUSTOMER PROGRAM** is to provide outstanding customer service and pampering to **36** of your best customers. Mary Kay would say, “Imagine each customer with a sign around her neck which reads *Make Me Feel Special!*”

Set a Sales Goal \$1,000 to each Pampered Customer by June 30th, 2008!

Outstanding Customer Service goes far beyond the Look Book mailing. It means extra samples in reorder bags, new product preview, new Look cards every quarter, hostess credits, quarterly prizes, some form of weekly/monthly follow-ups, Grand Rewards Customer parties.... and so much more!

Here are some additional customer selling ideas to get you started:

- Host a class
- Have a Spa Preview
- Throw an Open House
- Silent Hostess—Have a Catalog or Website party
- Take a Bag of Samples to Work
- Sell a Roll-Up Bag
- Schedule Informal Coffees
- Double Facial Event
- Brainstorm for fresh ideas—and ask your Director about her successful events
- Check the Unit Website — miraclesinthemaking.com for more information, including postcards you can send your Customers!