

What is the Preferred Customer Program??

- A brochure with "free gift with purchase" ad that is mailed out by the company 4 times a year to your clients
- You give the company a list of clients or family or friends for YOUR mailers
- Each mailer has a personalized note from you-or think that-and your phone number

Why PCP?

- To get a current brochure in your clients hands 4 times a year, or more if you opt for the additional mailers
- To save you the time of addressing and mailing brochures
- To save you money because the company mails in bulk...for less!
- To look professional to your clients
- To sell more products with the 'free gift' option or not

Should I enroll in optional monthly mailings?

- I say yes, that way they get the latest info, plus your clients are hearing from you every month. Clients find new Consultants because they don't hear back from their Consultant. . I am in my customer's face 2 or 3 times a month-one mailing, one email and one phone call...MINIMUM. They have never told me that they hear from me too much...they thank me for keeping them informed!!!

. I now have built up a loyal client base...in part, thanks to the PCP program!

How do I enroll?

- **Log-on to www.marykay.com or by mail. Ask me for details. Or call the company directly for an info packet at 972-687-6300**

Benefits of enrolling on-line

- open 24/7/365
- pick choose which clients get which optional mailers
- skip clients per mailer without having to completely delete them
- use the enrollment for following up with clients

How to Maximize the benefits of PCP...

- Don't let the phone scare you. Try putting a mirror in front of the phone and smiling into it while you're talking.
- If making your self call customers to follow up is difficult, set aside a special time just for phone calls. Doing this can help you focus on the task at hand. You could practice by calling friends first.

- Keep the latest Preferred Customer Program brochure by your phone so you don't have to search for it when you're ready to make your calls.
- Keep your Preferred Customer Program customer list by the phone and check off the names as you make your way down the list. Make sure you try to reach everyone you've enrolled.
- Wait at least one week after the Preferred Customer mailing, then begin your follow-up phone calls.
- Remind yourself that your profit from selling one lipstick in an hour of phone calls just about equals minimum wage. Try for more!
- When you reach your customer, you could say, "Hi Susan, this is Ann, your Mary Kay Independent Beauty Consultant. Do you have a minute? Great! Did you get The Look catalog? Isn't it beautiful? What would you like to purchase? Anything else? Great!" Be sure to mention the gift with purchase, but try not to spend a great deal of time on the phone just chatting — it cuts into your designated phone time and may annoy your customer.
- Use those leftover premiums! They make great thank-you gifts for hostesses or gifts with purchase for new customers!
- Try scheduling open houses at the beginning of each Preferred Customer promotion. That way you always have something special to show your customers. And you can see more customers in a shorter period of time.
- If you're a new Consultant, you may want to enroll friends and neighbors who aren't yet customers. The Preferred Customer Program is a great way to let them know you've started your Mary Kay business!

What To Say When You Call--PCP

"Just calling to see what you need to restock on to keep yourself beautiful." (and they laugh!) Take their order... then ask... (unless they are using everything already) _____, **if you could change one thing about your skin, what would it be?** That leads into recommending a supplement.

Then say **"Oh by the way... I am looking for members to join my PMS club.**(they laugh) **It stands for Popcorn, Movie and Soda, which I provide- it is a short 15 minute video that I need feedback on. For joining my PMS club and giving me your feedback you get to select an item from my gift basket valued at \$20.00! What is good for you--today or tomorrow?** and then make arrangements from there.

Do this and find yourself some new personal team members.

This MK Signature Lip Trio Case the new gift with purchase for the Fall/Holiday Preferred Customer Program. Your customers will love it! (It is DARLING!) The black, zippered pouch is designed to hold one MK Signature Lip Liner, one lipstick and one lip gloss. (Products not included.) It's a great way to boost your sales when you offer it free with any \$40 or more purchase of Mary Kay product.

You can purchase the MK Signature Lip Trio Cases in packs of 5 for \$17.50 from Section 2 of the Sept. 16 order form, while supplies last. No minimum quantities are required.

The Look online is due August 15.

Gift-giving brochure online is due September 15.

Thank-you postcard online is due October 15.

Enroll in the Preferred Customer Program during the dates above, and your customers can received The Look for Fall/Holiday 2003, the gift-giving brochure and thank-you postcard. These three mailings have a personalized message from you, plus you can choose each of these mailing with or without the MK Signature Lip Trio Case gift with purchase promotions---whatever works best for your business. Here is a cost analysis:

	<u>Cost if we mail</u>	<u>Cost for PCP</u>
The Look	\$1.13	\$.60
Optional Postcard	.52	.30
Optional Brochure	.67	.35

You'll also enjoy the Early Ordering Privilege when you enroll Begin ordering the new products early. That's six days early! Ensure you have these hot items in stock for holiday gift-giving. Don't miss out on this opportunity to tempt your customers with new limited-edition color and fragrance products.