

The Preferred Customer Program(PCP)

The Preferred Customer Program is the easiest way to keep your customers up to date with the newest Look Books. You can enroll 1 or 1000 customers. The Preferred Customer Program saves you time and money and gives you are reason to call your customers! "Hi Mary, Have you had a chance to browse through our newest Look Book that came in the mail? I would be delighted to stop by and show you some of our hottest products and newest items out. ..."

For only .70¢ a name here is what you get:

1. The Look Book is paid for (35¢ value)
2. The Look Book is addressed to your customers (saves you time)
3. A note from you to your customers (more time saved and all that writing you don't have to do)
4. Postage on The Look Book is paid for (\$1.22 each)
5. The Look Book is mailed for you (No waiting in line at the Post Office)
6. Customers get to see the latest and newest Mary Kay products (Fun for them)
7. The Look contains a sample of a new product (No extra charge for the sample)
8. You sell more because they tried the sample and want the free gift (More profit)
9. The gift is a great excuse to encourage them to purchase more ("Mary, you are only \$10 away from your gift. What else can I tempt you with?)
10. Customers love the gift with purchase (we all love free goodies)
11. Customers see your name, address, phone # and website address on a consistent basis (They will not forget who their Consultant is)
12. Customers see you giving them the best possible service (Creates loyalty and maximum customer retention)
13. The gift with purchase is almost always a travel size of regular products (Customers get to try new products and they often buy the full size)

What is PCP-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 and your phone number

Why PCP?

- To get a current brochure in your clients hands 4 times a year
- 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'

What if I don't have enough clients yet?

- I have always added who I think will become a client over the next 4 months. Summer Look Book sign up is now!

How do I enroll?

www.marykayintouch.com Sign in with your Consultant Number and password. Click on business tools and then Preferred Customer Program.

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 yourself 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!