

About the Preferred Customer Program? You should never miss a quarter!!! Your clients deserve to know what's the latest.

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-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'

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. It's only 70 cents per name.

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 just finished my 2nd year of Court of Sales and it wasn't even a goal of mine. I did it last year and now I have built up a loyal client base...in part, thanks to the PCP program!

How do I enroll?

- By mail or online at www.marykay.com - In Touch page.

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 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, and 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!