

## Making the Personal Connection

**National Diana Sumpter** of Dickson, TN knows the importance of developing friendships with her customers. It's what helps her and other consultants go from making a one-time sale to building loyal customers for the life of their businesses. Diana has built her business on this belief and shares her insight, plus a few great tips on how she uses the personal touch to build great relationships with her customers.

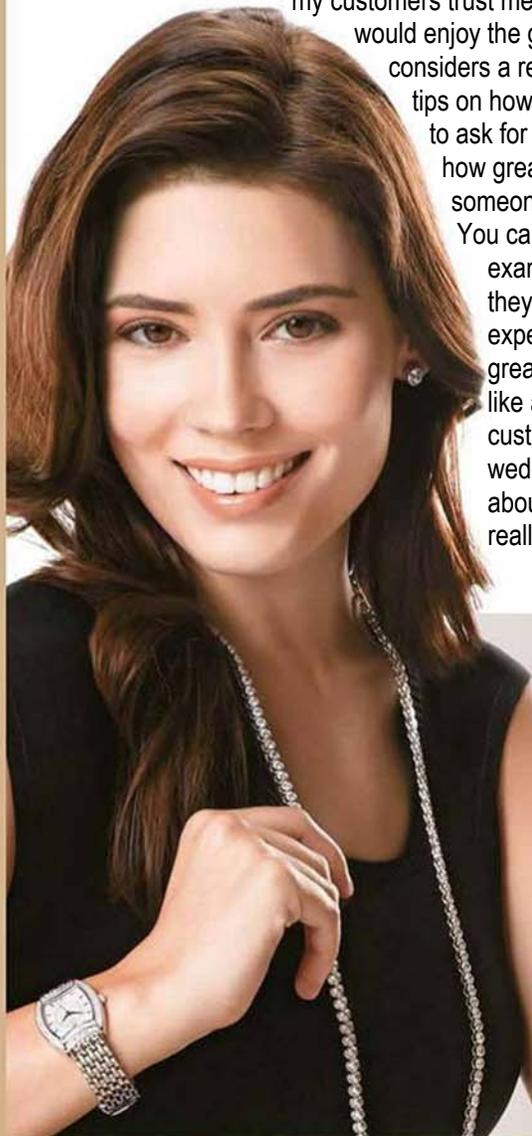
"I believe what separates Mary Kay from any other brand is not only a first-rate product, but first-rate personal service. We need to go the extra mile - like enclosing a package of dry chicken soup mix in a get-well card to a customer who's not feeling well. I also like to send congratulations cards to customers and their families when they experience promotions or celebrations. Birthday cards and calls from me let them know I appreciate them as people and not just as customers... Mary Kay Ash taught us that if we treat each customer with the utmost care - like she's wearing a sign that says, 'Make me feel important' - then we will have a customer for life."



## On The Grow

Looking for a great way to grow your business? **Lisa Anne Harmon** of Venetia, PA, recommends customer referrals. Referrals are so important, Lisa Anne states. I know that when my customers trust me, they're happy to refer family and friends who would enjoy the great products and services I offer. Lisa Anne considers a referral a great compliment and offers several tips on how to encourage referrals. "I look for opportunities to ask for referrals, like any time a customer comments on how great a product is. That's when I'll ask if she knows someone who would also like the product".

You can also customize referral questions. For example, in the winter, Lisa might ask customers if they know anyone with dry skin who would like to experience some great moisturizers. Holidays are a great time to ask if they know someone who would like a new glamour look. Then in May, I ask customers if they know anyone who is planning a wedding and wants a makeover. Being specific about the great products and services you offer can really help you build your skills in getting referrals.



## Care For Your Customers

**Denise Kucharski** of Fordland, MO, has 3 important tips for building customer relationships.

- **# 1: Consistency of contact.** Mary Kay Ash taught us that we should have our name in front of our customers every four weeks. I believe PCP can help you achieve that. In addition to mailers, I personally contact my customers every six weeks.
- **# 2: Be aware that you are competing with department stores.** Make your products cute and appealing, like department stores do. And provide regular service so customers won't be tempted to pick something up while they're out.
- **# 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. I often make notes about my customers' personal lives on their customer profiles. If it's something major like a death in the family or a promotion, send 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.

## Rewarding Customers

People love to receive gifts and know they're appreciated. By offering your customers a little extra, you're letting them know how much you care and how much you appreciate them for their loyalty, says **Director Sylvia Boggs**, of Charlotte, N.C. "I *adore* my customers!" She lets them know it by treating them to special gifts like samplers and Look Cards. When you nurture your customer relationships, your customers become close, almost like family. Plus, when you treat your customers well, they'll take care of you. Sylvia says a fun way she's found to grow her business is by asking her best customers to host a class or party using *The Look*. This gives them a special incentive to get their friends together for a fun event. She rewards her hostesses for their efforts by giving a gift and a big thanks in front of her friends.