

## **“And Then Some”**

It's the “And Then Some” that makes YOU stand out in your customers mind. Be creative and do the little “extras” to show your customers that you truly are appreciative of their business. Here are a few ideas:

- Attach a starlight mint to a note that reads “You're worth a mint to me.”
- Take a few minutes to hand write a thank you note to your customer and either put it in their order or pop it in the mail.
- Wrap your customers order in tissue paper as if they would in a boutique before placing it in the MK bag. Tie a ribbon around the handles of the bag to make it look very “girlie”. Your customer will always remember their “boutique” experience they had when ordering from you.
- Add samples to your customer reorders, adding the items you think they may like. This will also help introduce your customers to additional products that they may not have tried without sampling first, but may like.
- Always try to remember 1 specific thing about each customer: (dog's name, just moved, child's name, etc.) when communicating with them.
- Send birthday cards, anniversary cards and get well cards to your customers.