



Grand Rewards Customer Program

It has been reported that the average consumer spends approximately \$1900 yearly on skin care, color cosmetics and body care products. Unfortunately, our customers are only spending about a fourth of that with us!!

The Grand Rewards Customer Program is designed to help you PAMPER your customers and INSPIRE them to utilize more of their purchasing power with us! In essence, we are not asking them to spend more money - we are asking them to spend more of what they already spend *with us!*

36 Totally Pampered Customers = Court of Sales!

The idea behind the Grand Rewards Customer Program is providing outstanding customer service and pampering to 36 of your best customers this year. Outstanding customer service goes beyond the Look book mailing! It is extra samples in reorder bags, new product previews, new Look cards every quarter, hostess credits, quarterly prizes, some form of weekly/monthly follow-ups, Grand Rewards Customer party... and so much more!! Mary Kay would say, "Imagine each customer with a sign around her neck which reads, 'Make me feel special.'" That is the goal of this program!

The goal in pampering the 36 customers this year is:

36 customers buying or selling \$1000 from July 1 - June 30th = Court of Sales

We know the buying opportunities we have for our customers!

Here are some customer "selling" opportunities:

- ☞ Hostess of a class, Spa Preview, Open House, etc.
- ☞ Silent Hostess - catalog or website party
- ☞ Bathroom Model Bag at Work
- ☞ Sell a Roll-Up Bag
- ☞ Check-Up from the Neck Up Double Facial
- ☞ Ask your director for many, many more ideas!

36 customers x \$1,000 yearly buying/selling = \$36,000

\$36,000 x 40% = \$14,400 profit!!!

\$36,000 x 60% = \$21,600 wholesale order

(\$18,000 wholesale is needed for the Court of Sales!!!)



The Fern and the Bamboo

One decided to quit...I quit my job, my relationship, my spirituality...I wanted to quit my life. I went to the woods to have one last talk with God. "God," I said. "Can you give me one good reason not to quit?" His answer surprised me. "Look around," He said. "Do you see the fern and the bamboo?" "Yes," I replied. "When I planted the fern and the bamboo seeds, I took very good care of them. I gave them light and water. The fern quickly grew from the earth. Its brilliant green covered the floor. Yet nothing came from the bamboo seed. But I did not quit on the bamboo. In the second year, the fern grew more vibrant and plentiful. And again, nothing came from the bamboo seed. But I did not quit on the bamboo. So it went for the third and fourth year. Then in the fifth year, a tiny sprout emerged from the earth. Compared the fern, it was seemingly small and insignificant. But just six months later, the bamboo rose to over 100 feet tall. It had spent the first five years growing roots. Those roots made it strong and gave it what it needed to survive. Your time will come," God said to me. "Give me glory by rising as high as you can." I left the forest realizing that God will never give up on me!

The 5-Year Profit Projection:

The goal is to add 36 totally pampered customers each year. So by the end of the 5th year, you should have **180 Grand Rewards customers!**

1st Year: 36 customers x \$1000 = \$36,000 x 40% = \$14,400 profit
2nd Year: 72 customers x \$1000 = \$72,000 x 40% = \$28,800 profit
3rd Year: 108 customers x \$1000 = \$108,000 x 40% = \$43,200 profit
4th Year: 144 customers x \$1000 = \$144,000 x 40% = \$57,600 profit
5th Year: 180 customers x \$1000 = \$180,000 x 40% = \$72,000 profit

Suggestion: You will need to start the program off July 1st with your best customers. But if your customer base needs building, you could start implementing this program with 6 customers each month for the first 6 months of our Mary Kay year (July, August, September, October, November and December). Then your customers have a full 6 months to buy or "sell" their \$1000.

Simple Script to use:

Hey _____, do you have a quick minute? I am just calling to let you know that I have chosen 36 loyal customers to give special service to this year as a thank you for loving our product & for all of your support to my business. I immediately thought of you! You have been _____ (give the reason you chose them). I am starting a Grand Rewards Program where you will get all kinds of special treatment. Can you get excited about earning \$200 Free in MK, cash give-aways, lots of FREE samples, specials on product launches, Quarterly gifts from my Signature Gift collection, and lots more? Great! Wouldn't you love to know how it works?

Research shows us that women spend \$1900 to \$2000 a year on products like we sell. Our customers only spend about a ¼ of that with us. So, when you buy and/or sell to friends, co-workers, and family a total of \$1,000 by June 30th, you will receive \$200 FREE, get invited to a Grand Rewards Party to pick out a Fabulous Present for yourself, and you would have enjoyed all the other Rewards all year long. Is there any reason why you wouldn't love being one of my 36 special, Grand Rewards Customers? Great! I will be sending you more information so be looking for it in the mail. I can hardly wait to start spoiling you!

All the "tools" you will need will be provided to you! All you need to do is choose your best customers & invite them to join the Grand Rewards Customer Program!