

# Build *More*

with the Preferred Customer Program — another great tool to help you build customers for life!

## *More*

Customers



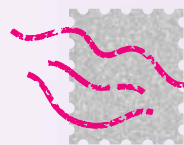
## *More*

Sales



## *More*

Success



Preferred  
Customer  
Program

RELATIONSHIP BUILDING FOR RESULTS

# Let Literature Work for You!

# Sign Up!

Literature offers you a great opportunity to show your customers the latest products, to help generate sales and to initiate follow-up calls. And the Preferred Customer Program makes it easy and cost effective to send professional-quality literature that can help you build customers for life!



(Sample)

## Send *The Look*

Get the most out of every quarter for maximum sales. Make sure your customers see all the new limited-edition and regular-line products at the beginning of each promotion. *The Look* and the Preferred Customer Program make it easy.



(Sample)

## Send Additional Mailers

From trends to tips to gift ideas, our mailers help you boost your sales by promoting Mary Kay® products that are perfect for the season. And they're offered exclusively through the Preferred Customer Program.

Choose to send *The Look* and additional mailers through the Preferred Customer Program for these great benefits:

60¢

VS.

\$1.15

*The Look* costs just 60¢ (including a product sampler) per issue to mail through the program compared to about \$1.15 to mail it yourself.

- **Save money.** One low price includes the literature, personalized message and postage — for less per name than if you mailed the pieces yourself.
- **Save time.** Enrolling is quick and easy with no time spent writing personal messages, labeling, affixing postage and mailing.

## Open Monthly Enrollment

Open online monthly enrollment gives you the flexibility to add new customers as you meet them.

- **Keep customers up to date** on the latest products.
- **Enroll as few or as many customers as you want** — no minimum required for online enrollment.

## Special Selling Tools

You'll find special selling tools exclusive to the program.

- **Get exclusive selling tools**, like product samplers and the option to feature the gift with purchase.
- **Deliver a personalized, professional piece** with that Mary Kay touch.

# Give Sales a Lift With a Gift.

# Sell Up!

Want a great way to turn a small sale into a \$40 sale? Consider offering the gift with purchase through the Preferred Customer Program for these exciting benefits:

- **Boost sales.** Customers are enticed to a \$40 or more purchase.
- **Introduce customers to retail product.**
- **Create easy upsell opportunities** by bundling with related products.
- **Create interest and excitement.** The gift can be featured in *The Look* and on mailers.
- **Order as many and as often as you want** on Section 2 of the Consultant order form (while supplies last).



Approximately 50% of customers buy more or buy earlier in order to receive the gift-with-purchase offer.

# 50%

# 30%

Research shows Independent Beauty Consultants who use the Preferred Customer Program boost their businesses by more than 30% on average.

# 75%

Customers who receive more than six mailings in one year spend 75% more on average annually than those who receive two or three mailings a year.

# 96%

More than 96% of the members of the Queens' Courts of Personal Sales use the Preferred Customer Program to help them reach their personal sales goals.