

## Building Deep & Wide

Here are the suggestions YOU came up with at the meeting to build deep & wide :

Deep-getting MORE customers on MORE product!

Wide-growing your customer base

Deep:

Put samples in bags with a label attached to your business card- "Order the full sized set with in 7 days and get 15% off the retail product". Always put samples in of products they are not currently using.

PCP-Have all of your customers on EVERY Preferred Customer mailing! Put business card in gift with purchase with same 15% discount on products in the gift.

Offer a preferred HOSTESS plan that promotes your hostesses holding 4 different parties each year-give her "Gold" & "Silver" status with 20% off everything she orders in that year for 4+ parties (gold status) or 10% off everything all year for Silver status (2-3 parties a year).

Make it your MISSION to facial every PCP customer 2x a year!

FOLLOW up with PCP!

Spray tissue paper with cologne/fragrance-write the name of the cologne on the tissue so they can get ideas of scents we carry

Wide:

Hand out 25 Beauty Books each week-enclose a coupon for \$5 off with a personal visit or \$10 off when shared with one friend

Hey-how about scheduling skincare classes!:) )

Hold an annual sale that your customers can count on year after year

Have your preferred customers hands out 3 cards for you-when any of those referrals call and book a facial, the preferred customer gets \$10 off her next order- all 3 book-your original contact gets \$30 off her order!

Join a networking group

Other ideas I have used in the past-

I have had all my customers fill out a questionnaire for their preference in service options, current listing of products they use and what they'd like to learn most at a facial.

I have had "Valued Customer Cards" that tie my customer to me-she gets a punch for every \$10 she spends WITH ME-when she has spent \$150-she gets \$15 in FREE product of her choice. Run this for 1 year.

I have offered monthly specials that allow them to become part of a valued customer base-purchase 8 of the 12 specials for the year and they get to shop for \$75 of FREE Mary Kay of choice from me.