

GRAND REWARDS

Customer Program

July 1, 2009—June 30, 2010

This is a calendar of how to implement this program into your business. This sheet outlines a calendar for the upcoming Seminar year. Each month has what you will be sending and when you should be sending the rewards. Research has shown that many of our customers want to hear from their personal beauty consultant once a week. This program was designed to help even the newest consultant build a strong customer base, and give our customers the type of customer service they have said they want. Do not feel like you are limited by what is listed. If there are things that you choose to add to your personal program feel free to do so. And remember, we are not asking our customers to spend more money ... we are asking them to spend more of what they are already spending with us!

July

7/1—New Look card featuring Summer Look
7/1—Send July Birthday cards & gifts
7/15—Enroll to receive a special PCP mailer

November

11/1—Send November Birthday cards & gifts
11/12—Enroll customers in Winter PCP
11/12—Send postcard update of total quarter purchases.

August

8/1—Send August Birthday cards & gifts
8/12—Enroll all Customers into Fall PCP program and send postcard update on total quarter purchases.
8/25—Send each GR customer copy of Mary Kay Ash's autobiography—Miracles Happen (\$3.00/ea.)

December

12/1—Send December Birthday cards & gifts
12/1—Invitation to Winter Product Preview quarter purchases.
12/15—Enroll in Month 2 mailer—PCP program

September

9/1—Send September Birthday cards & gifts
9/1—Invitation to product preview of Fall line!
9/15—Enroll customers in Month 2 Mailer—PCP
9/20—Send postcard of upcoming events through January.

January

1/2—Send January Birthday cards & gifts
1/5—Send Grand Rewards total postcard for quarter
1/12—Send New Look card featuring Winter Look
1/20—Send postcard with upcoming events through May

October

10/1—Send October Birthday cards & gifts
10/5—Send Grand Rewards Dollars for 15% of total quarters purchases (July—September)
10/15—New Look card with featured Fall/Holiday Look.

February

2/1—Send February Birthday cards & gifts
2/5—Send Gift card for Valentine's Day along with postcard updating them on total quarter purchases.
2/12—Enroll customers for Spring PCP

March

3/1—Send March Birthday cards & gifts
3/1—Invitation to Spring product preview
3/15—Enroll Grand Rewards customers into Month 2 Mailer—PCP

May

5/1—Send May Birthday cards & gifts
5/5—Send Mary Kay Ash's birthday postcard with \$5 credit
5/12—Enroll customers in Summer PCP
5/20—Send calendar of upcoming events through September along with update of total purchases for the quarter.

April

4/1—Send April Birthday cards & gifts
4/5—Send Grand Rewards Total postcard for quarter purchases.
4/15—Send New Look card featuring Spring look.

June

6/1—Send June Birthday cards & gifts
Reward event for ALL Grand Rewards Customers.
5/12—Enroll customers in Summer PCP program

INFORMATION ON THE TOOLS USED IN THIS PROGRAM:

- **GRAND REWARDS CUSTOMER CARD:** printed card that you will give to your customers when they are entered into your Grand Rewards Program.
- **GRAND REWARDS INFORMATION POSTCARD:** When you decide to add a customer to your Grand Rewards program you will be able to mail them this postcard telling them the benefits of the program, and that there is a \$100 minimum quarterly requirement to earn rewards.
- **BIRTHDAY GIFTS**—Recommendation: There are cute girly ones offered at the Dollar Store.
- **MARY KAY AUTOBIOGRAPHY**—Recommend gift sent to Grand Rewards customers the end of August. Books can be purchased directly from Section 2 Order Form \$3.00 each.
- **GIFT CARDS**—Each time that a Grand Rewards customer attends a weekly success event they will receive a \$5 gift card, and when they attend their 3rd event the total will go from \$15 to \$20.
- **POSTCARD UPDATING QUARTERLY PURCHASES**—This postcard updates the Grand Rewards customer mid-way through the quarter as to how much they have spent so far and how far they are away from their \$100 quarterly goal.
- **MARY KAY GRAND REWARDS TOTAL POSTCARD**—At the conclusion of each quarter a Grand Rewards postcard will be mailed to Grand Rewards Customers. The amount of their total will be determined by their individual purchases, and will be measured by a 15% credit. (Example: If a customer spends \$125 total in July, August, and September their Grand Rewards check would equal 15% of that, which is \$18.75.) the customers can earn extra rewards credit through hosting parties, being silent hostesses, and attending success events.
- **QUARTERLY PREFERRED CUSTOMER LOOKS BOOKS AND MONTH 2 MAILERS:**
- These are ordered directly from www.marykayintouch.com. Look Books = \$.65/each and Month 2 mailers = \$.44 each.

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, 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 \$1,000 from July 1—June 30th
= Court of Sales**

We know the buying opportunities we have for our customers!

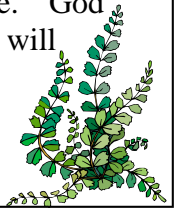
Here are some customer "selling:" opportunities:

- ~ Hostess of a class ~ Catalog or website party
- ~ Bathroom Model Bag at Work
- ~ Sell a Roll-Up Bag
- ~ Check-Up from the Neck-Up Double Facial

36 customers x \$1,000 yearly buying/selling = \$36,000
\$36,000 x 40% = \$14,400 profit!!!
\$36,000 x 60% = \$21,600 whole sale order
(\$18,000 wholesale is needed for Court of Sales!!!)

The Fern and the Bamboo

One day I 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. It's 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 to 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 by the end of your first year of working the Grand Rewards program is to have a minimum of 36 total Grand Rewards customers. You will start with a minimum of 9, and as you build your customer base you will continue to add to your own personal Grand Rewards program. In your first year of business, if you work to add a minimum of 2 Grand Rewards customers per month, by the end of your first year you can have your 36. And if you continue with that type of growth to your program, by the end of the 5th year you will have approximately 108 Grand Rewards Customers! In our business, your biggest profits will be made on the re-orders made by your best customers. In 5 years you will still be getting paid on the work you did in that very first year. Remember also, that this total does not include the profits generated from the rest of your customer base! Your Grand Rewards customers will be that special few, and the requirements for becoming a Grand Rewards Customer in your customer base are completely up to you. You can build your program as fast as you choose.

1st Year: 9 customers x \$1,000 = \$9,000 x 40% = \$3,600 profit
2nd Year: 36 customers x \$1,000 = \$36,000 x 40% = \$14,400 profit
3rd Year: 60 customers x \$1000 = \$60,000 x 40% = \$24,000 profit
4th Year: 84 customers x \$1,000 = \$84,000 x 40% = \$33,600 profit
5th Year: 108 customers x \$1,000 = \$108,000 x 40% = \$43,200 profit

All of the "tools" you will need to implement this program will be provided to you!
All you need to do is choose your best customers to get started & decide your goals
and requirements for your personal program!

The Consultant Plan

Income from Sales ... when you are working “The Plan” you will generate INCOME rather than CASH FLOW! YOU commit to this activity for 4 month segments. Increasing or consistently holding the number that will produce the desired income.

By consistently holding **four shows** a month (time investment ... 2 hours for show 2 hours for “coaching”) you will generate a substantial income from sales. Bookings will be consistent as these shows are your “prospecting” opportunity. By staying on the books through shows you decrease the number of people you have to “find” through “warm chatter prospecting”!

To move up the career path you can increase the number of shows by ONE each month and achieve GREAT momentum. Your goal would then be to hold **4 shows in month one ... 5 shows in Month 2 ... 6 shows in Month 3 and 8 shows in Month 4.**

YOU will probably interview 2 from each show ... 2 guests and the Hostess!

(You will have some shows much higher than the avg. below and some lower ... this avg. is safe to work with)

Month 1

4 shows x \$200 avg. = \$800 retail; **\$400 wholesale**

8 interviews can = 2 new recruits \$500 average

\$400 profit from shows

+ 40 4% recruiting commission (if below team leader)

\$440

Month 2

5 shows @ \$200 = \$1,000 retail; **\$500 wholesale**

10 Interviews = 2 new recruits \$500 average

\$500 profit from shows

+ 80 4% recruiting commission (if below team leader)

\$580

Month 3

6 shows = \$1200 retail; **\$600 wholesale**

12 Interviews = 3 recruits \$500 average

\$600 profit

+ 520 (13%) **estimated**

+ 100 Recruiting Bonus

\$1,220

Possibly on-target for car: 2 new recruits \$500 avg; 6 total recruits

Month 4

8 shows @ \$200 = \$1,600 retail; **\$800 wholesale**

16 interviews = 4 recruits \$500 average

\$800 profit

+ 780 (13%) **estimated**

+ 100 Recruiting Bonus

\$1,680

3 new recruits \$500 avg. **3 possible because of momentum!**

\$6,000 + team production very possible because recruits came from shows!

If her goal is to be DIQ she and her team will be stronger!

****note: averages kept at \$500 for both “shows” and inventory “start-up” these averages are below Company averages**