

Hi ya'll,

I got a call from a long-time customer of mine today who lives about 2 hours away. I facialed her with her sister, who lives here in Valdosta, several years ago. She called today and placed a \$100 phone order with me. She said - and I quote - "Cleta, I want you to know that I appreciate that you ALWAYS have the products on hand when I order them! I have tried over the years to buy from someone local - a couple of new consultants. I wanted to help them out and thought - it would be easier to get my Mary Kay from someone local. But time after time I would call and order 2 or 3 things and invariably they would say - "Oh, I don't have that - it will take me a few days/weeks to get it. Or, I'll have to order that - or see if I can get it from someone else." I just got tired of waiting on my stuff - when I am OUT - I need it and I need it NOW! That is why I always go back to you to get it - even though you have to ship it to me - you can get it faster to me than these local consultants. I wish they knew they were losing good customers by not keeping products on hand to buy!" Well - I explained to her that not every consultant treats their Mary Kay like a business and not every Consultant chooses to purchase inventory and invest in their business.

She said, "I don't know of any business you could get into without investing some money?????" It seemed so plain and common sense to her - a customer. I just thought I would pass this along.

Sometimes new consultants may think that their Director or Recruiter is "Pushing" them into bigger orders for their own sake - HOWEVER really we are suggesting it for YOUR FUTURE CUSTOMERS' sake! If you are pushing a buggy through Wal-mart and they don't have what you need - what do you do????? Leave and get it from somewhere else! If you are in JC Penney's and they don't have the item you need and say to you.... "We can order it and it will be in within 3-4 weeks" what do you do???? We usually say - "that's ok" and look for it somewhere else. We need to realize that in this day and time women are impatient and demanding when it comes to good customer service- they expect great service and fast delivery. If you really want to be a GREAT MK consultant - one that customers keep coming back to - then consider investing in YOUR BUSINESS! Get a full inventory ASAP-whether investing or turning party sales over & over (\$3600 wholesale on your shelf!) There is no better time than NOW with the credit card offers we've seen AND new April consultants being able to get your REBATE on your 1st order! HUGE!

You will be so happy you did and your customers will thank you and then the next time someone bumps into you and sees your Mary Kay pin and asks you..."Oh - you sell Mary Kay.... Do you have a _____?" You don't have to get nervous and embarrassed by saying - *I will have to go home and check* (when you know you don't have it) - you can just say, "YES, I DO!!! When can I deliver it to you???" Take some Tax-refund

money and invest it in a company that pays 100% back on your money!!! Where else can you find that kind of investment?? Sure can't get 100% in ANY bank, right?

If you are in my unit - just call me and I will help you figure out what to put on your inventory order! Don't delay - do it today! You can have it all and you will still have a HUGE MAY!!!!

Much love & belief, Cleta Colson