

Becoming Computer Savvy In Your Mary Kay Business **(Thank you Barb Bushell)**

MORE THAN EVER it's important to have the most powerful technological tools at your fingertips. The ***Mary Kay InTouch*** community is constantly evolving to provide the latest and greatest online features. Take a look at some of our new opportunities to streamline and GROW our business....

1. **SMART START** for new Consultants - Research shows that you are 42% more productive if you use this! NEW Consultant...Do YOU want to earn 42% more in the next SIX months? Do you want your new Team Members to be 42% more productive in their first six months??? Yes!! Of course you do!! Why will YOU encourage them to use SMART START???
2. You can create state of the heart e-mail communications with the **MKe-Cards** online program.
3. With the **myCustomers Web site** you have one online source for all your customer information. Store & retrieve customer information and personal profiles, birthdays, anniversaries, create reports of product usage. It helps you work with a variety of Mary Kay programs. Whenever you need to reach out to a customer on your contact list go to this web site: **myCustomers**. To find this information you can visit the myCustomers web site by clicking on the text link located under **"Customer Services & Programs"** on the Mary Kay Intouch home page. It's one more way Mary Kay, Inc. is helping us work smarter, not harder!!
4. The **Order Status link** lets you track your orders from the moment it's processed to your door.
5. Accepting Credit Cards can be a money saver and a way to give you a competitive edge. Using **ProPay** gets you your payment faster!! It's easier and faster online and you no longer have to wait for a check to be mailed, and then drive it to the bank. Funds are deposited into your online ProPay account within 2 business days and you can transfer \$ to your bank account. You also build customer satisfaction with this service.
6. The **Preferred Customer Program** means increased income and more satisfied customers! Did you know that latest research shows that PCP increases your productivity by 29%?! Research shows that 32% of our customers order after receiving a PCP mailing and 23% of them order re-order products sooner! WOW!
7. Your **Mary Kay Personal Web Site**, for just \$50 per year, means that your customers can shop with you 24/7. All you need is computer access... the library will work! You can sign up for a free e-mail address at hot mail, Juno, Yahoo, or others. Then you will want to sign up for your **FREE Mary Kay e-mail address**. More about how to do it later. Your Mary Kay Personal Web Site is your link to the future of commerce. To use it effectively you want to A. Order business cards that have your web site address on it. If your customers can't find you online they might just find someone else! Publicize your web site address! It is your "bulletin board in the sky. It is your 50 foot billboard on the highway... the information highway! THROW OUT OLD PROFILES and use the new ones... the pink ones that have a place for your customer's e-mail address AND PERMISSION FOR YOU TO CALL THEM, which is another important subject. Collect your customers' e-mail addresses. Check for new online customer orders EVERY day! A quick 5 a.m. check. (Are YOU a member of Mary Kay's 5 o'clock club?) is all that's needed.
8. Why would you not want to use a **marykay.com e-mail address?** It's FREE. It's just like e-mail call forwarding. It's permanent. You can sign up for it and later transfer where it sends your e-mail messages.

9. REMEMBER THAT YOU CAN CHANGE, YOU CAN GROW! Visit the **"Getting the Most Out Of Your Mary Kay Personal Web Site"** section at the Mary Kay InTouch Community for additional tips and information.

Simply go to www.marykay.com and click on the "InTouch" icon to connect with and use a POWERFUL business tool. Sign in with your consultant number and password. If you have never been to the website before click on 'forgot your password' and it will guide you into signing in.