

"It's MY Standing Order!"



How many times have you *'found' a new customer*, gushing and excited to have *'found' you*, that she loves her MK but she didn't know where to locate a MK Consultant! And then thinking about how many customers out there love their product and when out, are reduced to buying brand X because of the lack of a consultant's service...and how many times we talk ourselves out of picking up the phone and consistently checking up on our own customers...due to difficulty of reaching the customer and then at times the 'I'm not in the mood' or the baseless, small fear that we're invading their space by calling.

Well, Dir Sue Zeiler has come up with a great concept! **The Standing Order offer!** Dir Carol Ingles and Dir Natalie Ruth have both embraced this with great success and I thought I'd pass this awesome idea on to YOU!

Offer any current or future customer a *'no fuss' guaranteed 'on time' product delivery with Perks!* By placing a 4-6 item *'standing order'* they would have the perk of any and all color items at 50% off for the entire time of the standing order (*Perk based on 1 year participation required*)

Check out these examples:

Sue decides that she'd like her Cleansing Cream, Moisturizer, Foundation, Mascara, and Line Reducer for a total of \$109 plus tax, delivered (or mailed) on the 1st day of every third month for **1 year!**

With the balance immediately billed to her Visa/MC Card on record. Also the order would have a color card tucked inside with a note reminding her of her 1/2 off color PERK for glosses, lips, blush & eye color!! This would guarantee you **\$436.00 per year** and perhaps **\$50 Whls in Color orders!**

Imagine if you were to create **30 customers like Sue: \$13,080 Retail... \$6,540 profit...\$8,040 Whls**
100 customers like Sue: \$43,600 Retail...\$21,800profit.. \$26,800 Whls

(Top 20-National Court of Sales)

Let's take this a step further:

Mary decides she wants her Cleansing Cream, Moisturizer, Foundation, Mascara and Line Reducer every 3 months **\$436.00 plus tax** and in addition would like the Microdermabrasion, Eye Firming Cream and Satin Hands **3 times year for \$115**, plus some **Misc New items for \$50** would mean:

\$109.00 X 4 times a Year....\$436.00

\$115.00 X 3 times a Year....\$345.00

\$ 50.00 Misc

\$ 50.00 Color at Whls

Mary would be a \$831.00 Retail customer guaranteed! And providing you with:
\$415.50 Profit and \$465.50 in Whls!

30 Mary's: \$24,930 Retail...\$12,465 Profit and \$13,965 Whls (*shy \$4,000 for Court of Sales*)

100 Mary's: \$83,310 Retail... \$41,655 Profit and \$46,655 Whls (*Top 3 Nat'l Court of Sales*)

However you consider this program it's a **WIN/WIN!** The customer doesn't have to find your tele # and doesn't have to worry of running out of her 'must have' items and is thrilled over the 1/2 Color Perk/Privilege... and you treat her to that perk, because you don't have to 2nd guess when would be a good time to reach her!

Our customers currently enjoy many **'standing orders'** like magazine subscriptions, lawn service, cable TV, water softener service, book/DVD clubs, holiday flower deliveries, hair appointments, tanning bed service, chiropractor visits, and nail appts. It provides the customer with a 'no-brainer' service! Plus with us she gets an additional perk as a *Thank YOU!*

Other PERK options: YOU decide the following...Does a standing order need to be 4-5- or 6 items to take affect. Is her perk 50% off all color items thru out the year, **OR** 10% of total spent via the standing order, Free at Holiday Open House! As you can see, you get to set the rules for creating this standing order offer, and you get to create your own reward for 1 year of consistent and set orders!

All in all, this will provide your business with **awesome stable and consistent revenue and profit!** And *Imagine adding 5-10 Classes per month to the bottom line!*

30 – 50 – or 100 standing orders, the choice is YOURS!

Thank YOU to Dir Sue zeiler for the concept and Dir Carol Ingles for the 'next step'