

# Preferred Customer

**This program allows you to put a professional look on your business. The Company does all the work and you get the credit!**

The Preferred Customer Program (PCP) sends out — on your behalf — mailings personalized to look like they came straight from you. When you enroll, they'll deliver **The Look** directly to your customers. It's filled with great product and seasonal gift ideas your customers are sure to love. Best of all, The Look features an exclusive product sampler available only to PCP participants.



You can also enroll to send your preferred customers optional mailers each quarter to highlight special promotions and product — a great reason to follow up with your preferred customers. The PCP also saves you money on the cost of keeping in touch with your customers by mailing appealing full-color pieces for less than you could mail them yourself. No more waiting in line at the post office! Now, you're free to focus on what matters most — building customers for life.

- **Save Time and Money!** It costs almost 50% less to mail *The Look* through the PCP than mailing it yourself! Plus, *The Look* includes a sampler. This allows your customers to try samples before they buy. What a concept!
- **Order Early!** When you enroll in *The Look*, you'll enjoy an early ordering privilege. You can order your new promotional products 6 days early!
- **Get a Boost!** Consultants who use the PCP boost their businesses by **almost 62%**, on average.

Customers want frequent contact with their Beauty Consultant, and the PCP gives you so many reasons to keep in touch with the people who help make your business great. In addition, each quarter the Company provides an exclusive gift-with-purchase premium you can offer FREE to Customers who make a qualifying purchase. It's a proven way to boost your sales. In fact, U.S. market research shows that monthly retail sales are 62 percent higher for Consultants who participate in the program than those who do not participate. So don't delay...enroll today and start building customers for life.

To enroll, logon to [www.MaryKayIntouch.com](http://www.MaryKayIntouch.com). Navigate to **Business Tools, Preferred Customer Program**.

62% More Sales!