

## Covers front side of page 3



### **DIRECTIONS:**

Write or type your Top Preferred Customers names on a separate piece of paper. I like to use card stock because it is more sturdy. Cut them out and place them on your tracking sheet in order of highest sales to lowest. I like to use double stick tape so I can move them up and down on the chart as they pass each other up in sales totals.

Trust me, women are competitive and they will work to be your #1 Customer if you talk about it. Mary Kay always said, **“You bring about what you talk about.”**

Have this sitting on your desk as you’re making Preferred Customer calls during the quarter and of course at every class and facial. This will keep you focused on helping your Top Preferred customers Win Big at our quarterly Hostess Contest and Customer Appreciation Night. When your Customers play to WIN, you WIN!

My Customers are always so excited about competing to win the Ring I give away to my #1 Customer at my Christmas Party each year. (usually a \$20 cz ring I picked up at a vendor or TJ Maxx which I carry to every appointment and let them try it on) I always hold my Christmas Party/Open House the first Saturday in December so I track their sales December 1 of the previous year to November 30th of the current year. I really start working this chart BIG with my TOP 20 starting in September. I look back at my Top 20 Customers in the past and they usually ended up either a customer for life or a great recruit!

# PREFERRED CUSTOMERS!

1	11
2	12
3	13
4	14
5	15
6	16
7	17
8	18
9	19
10	20

. #1

Customer at  
the end of the year  
earns a

**SPECIAL  
GIFT!**

- 5% Back  
on all purchases!
- FREE gifts  
w/ purchase of \$40!
- FREE delivery &  
shipping!
- FREE samples  
of NEW products!
- EXCLUSIVE  
INVITATIONS  
to FUN EVENTS!
- Birthday Gift &  
20% OFF  
all month!