

Enrolling Customers in the Preferred Customer Program (PCP)

Enrolling customers into the Preferred Customer Program through Mary Kay inTouch will allow you to mail them a new Look Book sent straight from the company for only .70 cents per name, much less than you'd pay if you ordered the books from the company and then mailed them out separately! Once they receive their new Look books, you have a great opportunity to follow up with them and introduce them to new products and products that would suit them best! Here's how to enroll them!

Log into www.marykayintouch.com

Scroll over the business tools tab (2nd from the left at the top)
Scroll over the Preferred Customer Program link

Click create/update customer list

Enter your customers' names, addresses, and any other info. you'd like to save (must have an address at least to mail them to your customers!)

CLICK **SAVE** AFTER YOU ENTER EACH CUSTOMER'S INFO!!

Once you've saved all the customers into your list that you want to add, click ENROLL

Click the box under THE LOOK column for each customer you want to mail a book to! Be careful NOT to enroll them in the month 2 mailer instead!!

Once you've selected all the customers to send it to, click REVIEW ORDER.

I'd suggest adding a customer follow up list to your order so you remember who you sent them to and can call them once the Look books have been delivered.

Print a receipt for your tax records!

Congratulations on building your business professionally (and less expensively!)

PS: The deadline to enroll customers into the PCP program is one month prior to when the books actually mail out (examples: must be enrolled by Jan. 15th and books are mailed out Feb. 15th)