



RETAIN YOUR CUSTOMERS

CUSTOMERS ARE THE LIFELINE TO YOUR BUSINESS. NOT ONLY DO THEY BECOME YOUR RESIDUAL INCOME, THEY MAY TURN INTO PARTY HOSTESSES OR YOUR DOWNLINE IN THE FUTURE. THIS IS WHY KEEPING YOUR MOST PRECIOUS RESOURCE - YOUR CUSTOMERS - COMING BACK IS ESSENTIAL FOR NOT ONLY MASKCARA'S BUSINESS AND SUCCESS, BUT YOURS AS WELL.

TIPS TO BE SUCCESSFUL IN RETAINING YOUR CUSTOMERS

- KEEP THE CONVERSATION GOING WITH EXISTING CUSTOMERS
- IT'S JUST AS IMPORTANT TO FOCUS ON CUSTOMERS YOU ALREADY HAVE AS IT IS TO FOCUS ON GAINING NEW ONES
- BEFORE THE PRODUCT ARRIVES, REACH OUT TO YOUR CUSTOMERS AND LET THEM KNOW YOU ARE THERE TO HELP. WHEN THEIR ORDER ARRIVES, FOLLOW UP A FEW DAYS LATER TO SEE IF THEY HAVE ANY QUESTIONS OR CONCERNS
- NEW PRODUCTS ARE A GREAT WAY TO SPARK INTEREST IN YOUR CUSTOMERS, BOTH NEW AND EXISTING. WE DO OUR BEST TO KEEP OUR ARTISTS INFORMED WITH UPCOMING RELEASES OF NEW PRODUCTS SO YOU, IN TURN, CAN KEEP YOUR CUSTOMERS INFORMED AS WELL
- TOUCH BASE WITH YOUR CUSTOMERS IF YOU NOTICE THEY HAVEN'T PLACED AN ORDER TO REFILL THEIR PRODUCTS. IT'S A GREAT IDEA TO SET A REMINDER FOR YOURSELF THREE MONTHS (DEPENDING ON THE PRODUCT AND USAGE OF EACH CUSTOMER, THIS TIME LIMIT WILL CHANGE) OUT FROM WHEN THEY RECEIVE THEIR PRODUCT SO YOU CAN CHECK IN AND SEE HOW THEIR COMPACT IS LOOKING
- SEASON CHANGE CHECK-INS ARE A GREAT WAY TO STAY IN TOUCH WITH YOUR CUSTOMERS, AND ARE ALSO A GREAT WAY TO HELP THEM STAY UPDATED WITH THEIR CORRECT IIID FOUNDATION COLORS, AS THEIR SKIN TONE MAY CHANGE WITH THEIR EXPOSURE TO THE SUN
- BE EMPATHETIC AND INVESTED IN YOUR CUSTOMERS. BE INVESTED IN THEIR SATISFACTION AND CONFIDENCE WITH THE PRODUCT, AND UNDERSTANDING IF THEY GET FRUSTRATED. DO YOUR BEST TO RESOLVE ANY ISSUES
- GO ABOVE AND BEYOND FOR YOUR CUSTOMERS



RETAIN YOUR CUSTOMERS IDEAS

- WRITE FIVE HEARTFELT "THANK YOU" NOTES TO YOUR BEST CUSTOMERS
- PAY IT FORWARD TO A CUSTOMER OF YOURS. RECOGNIZING THE PEOPLE WHO KEEP YOU IN BUSINESS GOES A LONG WAY TO ENSURING YOUR SUCCESS
- TAKE SOME TIME TO ADD YOUR CUSTOMERS' BIRTHDAYS TO YOUR CALENDAR
- THINK OF A CUSTOMER YOU'RE NOT CLOSE TO AND TAKE THEM A TREAT. IF THEY'RE FAR AWAY, SEND THEM A CARD OR A TEXT
- WRITE A "THANK YOU" TO YOUR FIRST CUSTOMER OR FIRST HOSTESS. WHOEVER THE FIRST PERSON WAS WHO SUPPORTED YOU
- MAKE A LIST OF SMALL BUSINESSES YOU COULD SUPPORT BY PURCHASING THINGS YOU ALREADY BUY FROM THEM
- THINK OF A CUSTOMER WHO COULD USE SOME LOVE OR SUPPORT AND FIND A WAY TO SERVE THEM IN SOME WAY
- GIVE A WRITTEN COMPLIMENT TO FOUR OF YOUR CUSTOMERS (MORE IF YOU FEEL LIKE IT!)
- INVITE A CUSTOMER TO LUNCH AND GET TO KNOW THEM
- SUPPORT A FRIEND'S BUSINESS BY REFERRING SOMEONE, OR POSTING ABOUT THEM ON SOCIAL MEDIA
- TEXT A CUSTOMER YOUR FAVORITE THING ABOUT THEM, JUST BECAUSE
- TAKE THE TIME TO LEAVE SOME HEARTFELT COMMENTS ON FIVE OF YOUR CUSTOMERS' SOCIAL MEDIA POSTS