

Lesson 9

Reward Those Who Help You Succeed

Every person you meet today can benefit from what you have to offer. You just need to find out what her need is; what problem will our products or opportunity help solve in her life? Find her need and fill it.

Then reward her for doing business with you. Without our customers, we cannot succeed. Let them know you appreciate their business. Consider giving customers a gift as a thank you for their business.

Giving every customer a product gift as a token of your appreciation is not only the perfect way to introduce new products to your customers, it's a great way to build customer loyalty and to show your customers how much you appreciate them.

Assignment:

1. Prepare your Six Most Important Things to do for today.
2. Call 10 of your best customers and tell them how much you appreciate them. Find out if there is anything you can do for them. Then thank them for their business.
3. Update your answering machine message with a reminder that Mother's Day is coming up (*or any other upcoming holiday*) and that you offer a wonderful gift-giving service.
4. Look through a current fashion magazine and really look at the new trends in fashion and beauty. Determine one thing you could do to update your look and let me know what that is.