

# Making the Personal Connection

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**Independent National Sales Director, Diana Sumpter** of Dickson, TN, knows the importance of developing friendships with her customers. It's what helps her and other Independent Beauty Consultants go from making a one-time sale to building loyal customers for the life of their businesses.

Diana has built her business on this belief and shares her insight, plus a few great tips on how she uses the personal touch to build great relationships with her customers. I believe what separates Mary Kay from any other brand is not only a first-rate product but first-rate personal service. We need to go the extra mile - like enclosing a package of dry chicken soup mix in a get-well card to a customer who's not feeling well. I also like to send congratulations cards to customers and their families when they experience promotions or celebrations. Birthday cards and calls from me let them know we appreciate them as people and not just as customers."

"Mary Kay Ash taught us that if we treat each customer with the utmost care - like she's wearing a sign that says 'Make me feel important' - then we will have a customer for life.