

Rewarding Customers

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People love to receive gifts and know they're appreciated. By offering your customers a little extra, you're letting them know how much you care and how much you appreciate them for their loyalty, says **Independent Executive Senior Sales Director, Sylvia Boggs**, of Charlotte, N.C. I *adore* my customers! She lets them know it by treating them to special gifts like samplers and Trend Look Cards. When you nurture your customer relationships, your customers become close, almost like family. Plus, when you treat your customers well, they'll take care of you.

Sylvia says a fun way she's found to grow her business is by asking her best customers to host a class or party using *The Look*. This gives them a special incentive to get their friends together for a fun event. And I reward my hostesses for their efforts by giving a gift and a big thanks in front of their friends.

These are just a few of the ways a little extra can create excitement and strengthen customer loyalty. And with the BizBuilders program, you can earn free products that could be used to build those lasting customer relationships for life.