

in this issue:

- Take the Time to Find Out about Your Hostesses and Customers
- Using Customer Manager

Get Ready, Get Set ... **GO!** with Building **RELATIONSHIPS**

When you apply key practices to build a strong personal and business relationship with your hostesses and customers, you create a sense of loyalty—and a loyal hostess or customer is more likely to book and rebook workshops or sign up as a demonstrator.

Take the Time to Find Out about Your Hostesses and Customers

Learn what means most to them.

- Ask about birthdays, celebrations, and other events beforehand so you'll know when they'll be free to host or attend workshops. Learn their hobbies and other interests. Knowing what's most important to them can increase your chances for sales and bookings because you'll know how to best approach them to get bookings as well as what products will spark their interest.
- Are they at a point where they'd like to become a demonstrator? Don't miss a perfect chance to share the opportunity.

Follow through with them.

- **ALWAYS ANSWER QUESTIONS.** You'll build a stronger relationship if you commit to always provide an answer to questions. If you don't know the answer, promise to find it and then give your hostess the answer later.
- **KEEP YOUR PROMISES AND COMMITMENTS;** always follow through with the things you say you'll do. If your customers and hostesses are confident that you'll do what you say, they'll feel more comfortable trusting and working with you.
- **MAKE SURE CUSTOMERS RECEIVE THEIR PRODUCTS** as expected. Customer satisfaction will go a long way toward future bookings and sales, so always follow up on orders.



Communicate and follow up.

Keep in touch with your customers after workshops.

- **FIND OUT** if they are satisfied with and are using their purchases.
- **ASK** if they know how to use the products they've purchased.
- **UPSELL** by suggesting other products they'd enjoy using.
- **INVITE** them to book a workshop.

Use mini catalogs, new catalogs, and promotions as opportunities to contact hostesses and customers.

- Mini catalogs and new catalogs come out on a quarterly basis. This gives you a great reason to contact hostesses and customers.
- Know the details of the current Stampin' Up!® promotion. Because you've learned about your hostesses' and customers' interests, you'll know best how to approach them with the latest Stampin' Up! promotion. (Use the flyers available to you on the demonstrator website.)

Know what products your customers need.

As a Stampin' Up! demonstrator, the key to excellent personalized customer service is familiarity with your customers, the products they need and love, as well as the products you sell. Take the time to learn what your customers want as well as the features and benefits of Stampin' Up! products. Doing this helps you help customers choose the items they will enjoy the most.

Keep Accurate Information on Customers.

Customer Manager is a valuable online tool that helps you keep track of customer information, print customer mailing labels, and create lists of customers based on the amount of their purchases. Use Customer Manager to organize all your customers' personal information. Learn more about this tool in the *Customer Manager & Mailing Selector User's Guide* on the demonstrator website. ☺

make it happen

- Download and send out the current promotion flyer to your customers.
- Become familiar with Customer Manager and take the time to enter your customers' information there.

looking ahead: ISSUE #8 Achieving Goals

worksheet: USING CUSTOMER MANAGER

If you haven't already, start adding customers into Customer Manager. To add a new customer, simply log on to the demonstrator website and access Customer Manager. (See the screen of Customer Manager below.) Then click on the New Customer box on the right side. Enter the following information for each customer:

- First and last name
- Shipping and mailing address
- Tax rate for the customer's mailing address
- Customer interests
- Next workshop date
- Whether the customer is a past Stampin' Up! demonstrator
- Notes about each customer (for example, how you know the customer, what additional interests she has, her birthday, when she can host a workshop, and so forth)

customer manager

Look Up Customer(s)
To limit your search results, use one or more of the following search criteria.
To view all customers, simply click search.

To see which customers have made purchases recently, select the dates for the purchase period you want to view on the Customer Purchase Dates Between drop-down list.

Last Name First Name

City State/Province Zip/Postal Code

Customer Purchase Dates Between
Mo Yr and Mo Yr

Merchandise Purchased Between
\$ and \$ Customer Interest

Past Workshop Dates Between
Mo Yr and Mo Yr Customer/Hostess

Future Workshop Dates Between
Mo Yr and Mo Yr

Additional Information Catalog