



ABOVE AND BEYOND CUSTOMER CARE

How do you exceed your customer's expectations by providing outstanding customer care? L'BRI Executive Managers share some of their favorite tips for making a positive impression on customers:

- ~ **Melinda Crawford:** I offer my great clients complimentary "event" makeovers for being my client! For example: special occasions, family reunions, local weddings.
- ~ **Lynda Alexander:** I do a handwritten note thanking them for being a client and add a sample of something they didn't order.
- ~ **Char Grover:** When a Product Special comes out, I do a customer search in the Customer Management tool in the Business Center and contact them to let them know that one of their favorite products is on sale.
- ~ **Jennifer Piala:** I send free L'BRI samples to my clients when I know they are going on vacation so they don't have to worry about checking a bag.
- ~ **Heidi Hanke:** Anytime a customer places any order of any amount, I just make sure I give them a call and say "thank you." I always want them to know how much I do appreciate them and their continued business. It also always gives me the chance to offer a comment about earning a shopping spree or extra income.
- ~ **Sally Walmer:** I include the plastic spatula with a thank you note anytime someone orders a product that can use a spatula. Customers think this is so special and feel appreciated that they almost always reorder!
- ~ **Jean Uhlmann & Sally Walmer:** When we give or sell a sample set, we highlight everything that is included. This makes the instructions very simple to follow, which means the customer is more likely to successfully use the set. We mark the products they are using. This way when they look through the catalog, they can easily see the full-sized products.
- ~ **Samantha Anderson:** I try and do at least two appreciation events each year and my focus is just to give back to my customers. I also do fun giveaways throughout the year.
- ~ **Tania Meyer:** I randomly send samples through the Sampling Made Easy program to thank customers for ordering. It's out of the blue, just to say thanks.
- ~ **Julie Talford:** I take full advantage of the "Be Your Own Hostess" program and host at least one every month. I use the Hostess Rewards and Hostess Bonuses I earn to supply giveaways for customer appreciation events, booking bonuses for key dates or prizes for VIP customers. I also offer to have a Show in my home so my hostess doesn't have to clean.
- ~ **Peggy Hammen-Schuller:** I send a birthday wish on Facebook and offer \$10 off their next order of \$65 or more placed during their birthday month. At the end of the month, I pull up everyone who shopped with me during the month, print the list on an Excel spreadsheet, cut out the names and I go live on my VIP Facebook page and I do a drawing for a free product.
- ~ **Laurie Atwater:** I write a thank you note and offer to send some samples to a friend. I hired my daughter to write tons of notes and that was so powerful and productive!
- ~ **Many Executives:** We pay the reshipping fee if there needs to be a product exchange or return.