

# PCP—Getting Started

## WHAT is PCP?

- Preferred Customer Program
- Allows you to send professional books
- Saves money and reduces time spent

## HOW MUCH does it cost?

- Just 60 cents per name (pennies)
- Compared to over \$2.00 in shipping, book and sample costs if you did it yourself.

## HOW do I sign up?

- Go to [www.marykayintouch.com](http://www.marykayintouch.com)
- Business Tools Tab (2nd one from the left)
- Preferred Customer Program
- First have to enter your customers—on My Customers page
- Then.. go to Preferred Customers option and choose quick enroll
- You can enroll 10 customers, 2 customers, etc.. It is all up to you.
- Enroll them in the several options:
  - The Look (quarterly)
  - Girl's Guide to Getting Gorgeous any time
  - Supplemental mailers
- You do have to register customers each and every time. It is not an automatic mailing.
- You will also need to continually update customers and their information.

**Gift with Purchase:** You will also want to order the PCP gift on your Section 2 order. With a \$40 purchase your customers are entitled to an amazing gift with purchase each quarter. They can be purchased on the regular orderform—Limited Edition Section 2 items.

## QUESTIONS?

- Go to Search function on [www.marykayintouch.com](http://www.marykayintouch.com) and type in Preferred Customer Program

## Preferred Customer Program

Share all the great things you offer! The latest products. Personalized service. Plus, you'll make lasting impressions that build future friendships and team members and develop loyal customers.

- **Save Time and Money!**It costs **almost 50 percent less** to mail *The Look* through the Preferred Customer Program! Plus, *The Look* includes a sampler.
- **Order Early!**When you enroll in *The Look*, you'll enjoy an early ordering privilege. You can order your new promotional products six days early!
- **Get a Boost!**Independent Beauty Consultants who use the Preferred Customer Program boost their businesses by **almost 30 percent** on average.