



Rewarding Customers

An Investment in Your Business

It's a best practice to reward customers for behaviors you would like more of.

You'll want to thank anyone who: hosts a gathering for you (a great way to meet new people), refers a friend, brings a friend to a crop or open house or places an order.

A thank you to show your appreciation will go a long way toward developing lasting customer relationships.

Rewarding Hosts

If you're just starting and are at the 10% earnings level, you'll want to consider your profitability while also rewarding your host for helping to grow your business.

You can offer a product you may have on hand or give your hostess a 10% discount off her order if her sales reach a certain goal that you set. Another option is to give a \$10 gift certificate if your hostess has six folks that show up. Pick rewards that help you grow your business, particularly if you are just starting you will want to pick incentives that increase your sales. - Advisor Ellen Evanoff

I do open houses to introduce CM to others. At the open house, I introduce the idea of meeting regularly for workshops - friends forming groups and taking turns hosting crops in their homes. Offer to give the host 10 percent of their workshop sales and as you earn extra products, throw those in. - Advisor Rowena Raymundo

Ideas

- Pass along your Advisor discount on an item or order
- Offer a % off a product like an album
- Offer free shipping
- Provide free workshop time
- Offer promotional items you earn (i.e., gifts with purchase)
- Give small gifts, like Tape Runner, Sticker Pack or Strips, Mats, Pens, etc. They seem extra special when presented in a gift bag or wrapped with cellophane and ribbon.
- For a simple thank you, you can wrap cute items from a dollar store or goodies like chocolates or candies.
- Thank you notes also go a long way. Send them regularly.



You can reward hosts for getting people together, for the number of people purchasing, or for the amount of party sales.

I am offering my hosts a gift just for hosting and placing their own qualifying order (I set \$30 retail as the qualifier) and then giving a percentage of the total party sales as a gift certificate: 5% if it's less than \$100, 10% if it's \$200-\$300, 15% if it's \$300-\$500, and 20% if it's more. I also make all my hosts VIPs for a year, which means they can come to crops for \$5 instead of \$7 and they get invited to a special crop once a year. - Advisor Stefani Jones

Our team uses two approaches: with 4 paying guests the host gets half off an album of their choice; with 8 she gets it free. Or host a party and the host gets 10% off their order. If the party reaches \$300 they get 15% and at \$500+ they get 20% off. I always make the rule that in order for it to be a "hosted party" they need to have 2 NEW people at the party. This way there is room for growth. - Advisor Cassie Oelberg

I offer hosts a reward based on the number of people and sales (also consider your earnings level). I give an album free with 8 people purchasing, 70% off an album with 7 people purchasing, 60% off with 6 people purchasing, etc. - Advisor Laura Maguire

When you combine event orders, you can use the free shipping for orders of more than U.S.\$501, CAN\$601 as an incentive for your host and her guests. At a party, you'll want to reward your host publicly and enthusiastically, so guests see the value in introducing their friends to you. You'll want to share your availability for future events so they can book one of their own.

Here's what I'm offering hosts (I'm at 35% profit):

- *With \$150 in sales, FREE product equal to 10% of product sales; 15% if sales reach \$500.00.*
 - *Plus ONE item of the Host's choice at 25% off when sales reach \$150.00; TWO items at 25% off with \$500 in sales.*
 - *FREE SHIPPING for EVERYONE when total party sales reach \$500.*
 - *FREE Crop attendance to any all-day crop within 6 months of your party (\$15 value)*
- Advisor Lourdes Stern**



I offer half off a Fast2Fab album or a bookcloth album cover for hosting. And I give a % of the sales: it is totally worth it to meet new people and have high sales. In order to receive a % of sales, the party has to have at least \$501 and the guests get free shipping, so people order up so all the goals can be met. – Advisor Lanita Medina