

Developng A Customer Base

Where to Get Leads

- **Parties—Hosts, Guests, Outside Orders**
- **Mall Showcases, Festivals, Shows, etc.**
- **Weekly Business Drawing—Carry surveys with you always. Make a point to tell people that you meet during your daily routine that you are working on your business and that if they will fill out your survey they will be entered in your weekly drawing for a piece of Tupperware.**

Develop a Follow Up System

- **Host—Should be contacted in person at least every three months or sooner if a special promotion is announced Send a monthly newsletter to all of your hosts consistently.**
- **Guests—Customer update approximately every three months**
- **Outside orders—Call the next morning after the party**
- **Mall, Festivals, Shows, etc. - Follow up immediately on any party or recruit leads.**
- **All other leads—Use this system. Each Monday mail out catalogs to five of these new customers. Using a file box system, place their lead slips behind the following Monday's date. Write on the back of the slip the date you mailed a catalog. On that following Monday begin to make follow up phone calls to the first 5 customers and also mail catalogs to 5 more new customers. Each week you will follow up on the ones from the prior week and mail catalogs to new customers. If you do this consistently your customer base will definitely grow.**