



# 70 Ways to Get More Customers & Recruits



1. Send a catalog to a coworker that has moved.
2. Send a catalog to your Tupperware, Discovery Toys, etc. Representatives or exchange parties. (or exchange customer lists)
3. Post a catalog in the employee lunch room.
4. Post a catalog in the teacher's lounge at your child's school.
5. Hold an Open House.
6. Have a booth at the school fair, church fair or county fair.
7. Advertise in your alumni newsletter and/or local newspaper.
8. Give a catalog to the receptionist at your doctor's or dentist's office.
9. Include a flyer or business card with sample in your bill payments.
10. Call past hostesses and customers that haven't purchased in a while.
11. Put a current catalog or flyer on your neighbor's door. Consider making up some 10% discount coupons for first time orders.
12. Ask friends to have a party or class.
13. Advertise in your church bulletin.
14. Take product uses flyers to every potluck and hand out.
15. Host an office party or brunch.
16. Host a show before or during a PTA meeting as a fundraiser.
17. Mail out catalogs with spouse wish lists for the holidays to the "other" spouse.
18. Host your own show. Could even be a fundraiser for your favorite charity.
19. Join the Welcome Wagon program in your town and work the list. New residents may be looking for service or may need extra money.
20. Participate in a school fundraiser.
21. Have your husband/significant other promote the products at their work.
22. Have you and your family members wear logo T-shirt or hat with the company you represent on it.
23. Hold a Holiday Shopping Show.
24. Offer a Christmas wish list to your guest and then call the gift giver and tell him/her what the guest wants.
25. Set up a display at the mall.
26. Wear a button on your coat or purse promoting a product or the opportunity.
27. Ask past hostesses at shows to talk about their free gifts.
28. Hold an opportunity meeting.
29. Random mailings. Open a phone book and randomly choose.
30. Mention hostess incentives and other benefits at least three times per show.
31. If your company offers a guaranteed minimum earnings on a first order, tell about it when you demonstrate higher priced items.
32. Mention how much your "average" hostess gets in products.
33. At the beginning of your party, mention the hostess goal.
34. Share upcoming specials at parties, fairs and during follow up phone calls.
35. Show your hostess how much she saved by having a party.
36. Have an "automatic purchase" program with your customers so that they get their supply of reusable products without having to remember to order them. (great for skin care products, bath lines, candles, diet products, mascara)
37. Get family & friends to get orders for you at their work places. Give them a percent of the sales they get for being "helpers".
38. Have a special "helper" appreciation party once a year.
39. Call your local realtor and suggest a "welcome to your new home" gift they can get from you to give to their customers.
40. Offer to do a teenage birthday makeover party.
41. Start an email address book of customers who want to know what the monthly specials are.
42. Make a flyer asking for referrals and include it in every customer order.
43. Offer a bridal registry, new mom registry.
44. Follow up every customer lead within 24 - 48 hours.
45. Be friendly and enthusiastic.
46. Ask 3 people that you meet during the day "Are you getting service now? Are you looking for extra income?"
47. Use your products at home, work, camping, parties, etc.
48. Give products for gifts to your family and friends.
49. Read sales, self-improvement and positive thinking books.
50. Call at least two potential customers per day.
51. Don't be shy talking about your product or your business.
52. Dream and imagine the possibilities.
53. Set goals and review them regularly. Make a dream collage and post copies wherever you'll see them all the time.
54. Ask friends to help you get started or to reach a certain goal.
55. Give products as donations for church and school raffles. Make sure to include your business card!
56. Smile when talking on the phone. Keep a mirror in front of the phone so you'll always check your attitude.
57. Review past orders and call those customers who ordered the current specials in the past and tell them about the specials.
58. Be prepared to answer questions about your "work".
59. Call the most familiar people first.
60. "No" only means "I'm not interested in your product or opportunity today". It's not a personal thing.
61. Call those who said "I'll call you back".
62. Spend time every day working on some aspect of your business.
63. Be willing to "share" the business opportunity.
64. Contact schools, church groups about fundraising.
65. Sponsor a sports team for the advertising.
66. Call and get an "adopt-a-highway" mile in you & the company you represent's name.
67. Give extra time and service to good customers - they will be repeat customers.
68. Carry a notepad to jot down names and ideas as you think of them.
69. Leave your business card in the frame of the mirror in the bathroom at the mall and other public restrooms.
70. Send out a press release when you get a promotion, move to a new level in recruiting or attend the company convention.