

# President's Club Benefits

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## How to increase your customers to order more frequently

### Incentives

Set your customers an incentive to encourage them to order more often. Here are some ideas;

- Free samples with every order placed
- Free gift when three orders placed in consecutive campaigns
- Give a 'star' for every order placed - collect 10 'stars' to receive a gift

### Re-sell returns

Our returns policy is fantastic and allows your customers to order products from the brochure with total confidence. To protect your earnings, try to resell perfect items rather than send them back to Corby. Always have a list of items available - it may even pay to offer a small discount.

### One Stop Selling

One stop selling is where you call on each customer just once a campaign. You will need to order a brochure for EVERY potential customer, but as you can see from the 'Order additional brochures' option, this is really a very economical way to increase your business. The benefits include:

- Time saving as you only call on each customer once every three weeks
- Keeps your brochure out for the maximum time - the longer the brochure is out the more time a customer has to look through it thoroughly, and the more they spend
- Find new customers - by leaving the brochure out with your customers they may show it to friends or family who do not normally see a brochure
- All the above will help you to increase your sales and therefore your earning opportunity

**Step 1** - Drop off next brochure (A) to every customer as you deliver your orders

**Step 2** - Collect Brochure (A) and order. Leave next Brochure (B).

**Step 3** - Deliver Order (A). Collect Brochure B and order. Leave next brochure (C)

**Step 4** - Deliver Order (B). Collect Brochure (C) and order. Leave next brochure (D)

### Order additional brochures

The more brochures you have the longer you can leave them with your customers. President's Club members can buy brochures at a special discounted price. Order a minimum of 20 packs of brochures from the same campaign to get them for £11.00, with any additional packs at 48p each.