

# THE SEARCH STRATEGY

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Yours is a direct-selling business; it is a business about relationships and service. Together, these facts mean that you must develop good, consistent clients. Your initial list should include names of approximately 200 qualified buyers.

There are many avenues in any community for seeking clients. Some you may have used already. Others may come from sources like the following lists:

- Boards of Directors for cultural groups, hospitals, charities, etc.
- Private club directories
- Organizations, schools, churches and similar interest groups (such as books, bridge, mahjong, theater, music, etc.)
- Contact resources may not be potential customers, but may provide you with additional names. These may include personal grooming professionals, realtors, decorators, professors, physicians, dentists, etc.
- Call professional and service contacts for additional names. ASID, American Bar Assoc., etc.)

## **Establish a Referral Program**

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You may want to offer an incentive for customer referrals. Some recommendations from consultants include Carlisle dollars, in essence a fee, for each referral that purchases from you the first time. Suggested guidelines include \$100 if the new client purchases more than \$500 or \$50 if she buys below that amount. Many consultants allow their referring customers to accumulate the Carlisle dollars for a short period of time (perhaps two or four shows) to use toward a larger purchase. It is critical to be specific when establishing your guidelines, so that you are sure that your customers understand the rules of this perk. Many consultants notify their referring clients with a special mailing.

## **Referral Agents for Multiple Referrals**

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You may want to purchase a special Carlisle item as a gift for someone who hosts a special evening for you to meet a group of new clients. The amount you spend and what you choose will vary according to the nature of the event.

## **New Sales Associates**

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One of the most important methods of growing your business is to add sales associates who have a potential client list. You should review your associates list carefully to qualify proposed names. Adding a new person to the sales team will require you to provide thorough training in all aspects of your business, as she will become an extension of Carlisle with her own clients. Venture cautiously into financial arrangements with her, taking care to disclose only information relevant to her remuneration.