



White's Winners Customer Excellence:

- 🎂 Seek out Birthdays-it's one of the biggest days of anyone's life/shine bright in her life
 - *Profiles, Social Media, Relationships, ask, "Who do you know who has a birthday?"
 - 💖 Honor everyone's birthday with care/love-our purpose/intention!
 - 🍰 Treat everyone to MORE for their special day (pick just 1 or 2 ideas/category):
 - *Send a paper birthday card in the mail (follow up text/message/call)
 - Use a birthday 1st class stamp, sticker or ink stamp the envelope, hand address
 - Include a special offer mini card (discount/pampering/party/gift), samples, or gift
 - Follow up with a personal voice/message
 - *Make her delivery/package special w/a gift, balloon/tissue/bow, sweet treat (cupcake, chocolate, mint), keepsake inspirational mini card, mini/sample, sticker on receipt
 - *Give her personal pampering extras-treat, more tips/products to try; focus on her needs/desire to try
 - *Bring the party-decorations, paper goods, treat, picture props, loot bags for guests, Theme (beach party, decade party, hollywood stars, Disney, her hobby/interests)
 - Play a game-Bingo, Trivia (for her month or year), Trash It (out with old/in with new), FUNdraiser for her favorite cause/charity
 - Pamper with age fighting products, teach techniques for looking younger or age appropriate, dreams from little girl to next year
 - *Additional ideas: Customer Group page-post Happy Birthday
 - *Additional thoughts: as you build relationship-you might pick up on cues if she likes her birthday publicly acknowledged or prefers just your personal touch; her Love Language can be spoken through your birthday acknowledgement (words of affirmation, quality time, acts of service, receiving gifts, physical touch)
 - *NOTE: it's about serving with heart and not over the top/over the budget; pick just 1 or 2 ideas and get good at doing those/being consistent/part of your personality/business; ENJOY that YOU GET TO do something special for others with YOU & MK
- If you have 100 customers - that's an average of 8-9 birthdays per month; they won't all take advantage of your BIRTHDAY OFFERS, but they ALL will APPRECIATE your thoughtfulness—in the end...that's all that matters!! YOU ARE A CHAMPION AGAIN!

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YOUR GAME PLAN FOR HONORING CUSTOMER BIRTHDAYS:

***Getting Paper Cards from:**

Including in the card/outside the card:

Mail Date each month (suggestion-get out by the 27th/28th so she has all month celebrate with you):

Follow up Dates (schedule in your datebook like an appointment/week):

My Birthday Orders/Deliveries/Mailed Packages will include (you might change it up per customer based on how much she buys or her personality):

My Birthday Makeovers will include (customize to the customer):
Jot some thoughts so you don't have to rethink each month

My Birthday Parties will include (customize to the customer):
Jot some thoughts so you don't have to rethink each month

Hot Tips:

Get your supplies early for the next month or a few months at a time-

***cards/stamps/inserts pre-printed/ribbons/bows/tissue/props/samples/gifts - dedicated just to birthdays; keep in a box/drawer to have at your fingertips**
***sweet treats-buy at the end of a month and put in the freezer/take out the day needed**

***promote often what YOU DO for her birthday so she's ready when her month comes**