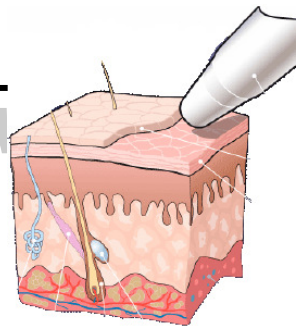
TR061

Thursday, May 22, 2014

How Microdermabrasion Works!



DRAFT

Microdermabrasion is a general term for the application of tiny rough grains to buff away the surface layer of skin. Before you can understand how microdermabrasion works, it's important to understand ***how skin works***. When you put lotions or creams on the skin, some moisture passes through the *stratum corneum* (top layer), but not all of it. This layer is home to many minor skin imperfections like fine wrinkle lines and blemishes. All of the action in microdermabrasion takes place at this level of the skin.

How Microdermabrasion Helps:

If you remove or break up the top layer, the body rushes to replace the lost skin cells with new and healthy ones. With the top layer gone, the skin's surface is improved. The healing process brings with it newer skin cells that look and feel smoother.

Also, without the top layer acting as a barrier, moisturizers and lotions **are more effective** because more of their active ingredients and moisture can find their way down to the lower layers of skin. As microdermabrasion temporarily removes some moisture from the skin, it is always followed by the application of moisturizing creams.

The Microdermabrasion Set provides these 2 steps:

- **Step 1: Refine**—a super exfoliating cream which will polish and gently remove dull and lifeless (top) skin.
- **Step 2: Replenish**—a nourishing serum with a wonderful restorative effect. It's immediately absorbed to instantly smooth, soothe and soften skin, preparing it for the next step in the Miracle Set.

TR062

Show Customers Your Appreciation!



People love to receive gifts and know they're appreciated. By offering your customers a little extra, you're letting them know how much you care and how much you appreciate them for their loyalty. Let your customers know how important they are to you by treating them to special gifts like samplers and limited edition gift items. When you nurture your customer relationships, your customers become close, almost like family. Plus, when you treat your customers well, they'll take care of you.



A fun way to grow your business is by asking your best customers to host a quarterly class using *The Look*. This gives them a special incentive to get their friends together for a fun event. Then reward the hostesses for their efforts by giving a gift and a big thanks in front of their friends.

These are just a few of the ways a little extra can create excitement and strengthen customer loyalty.

TR063

Smart Marketing

Sales Idea

Refillable Sales



The Custom Compact can be a very profitable sales tool if you market it correctly.

Here's how:

Fill in one completely for display with a ribbon or bow tied around it. Then, at your class, offer it to guests *that night only* (to create a sense of urgency and immediate desire) at a discount. If a guest books a follow-up skin care or glamour class right then, (to be held within the next 10 days) offer a larger discount.

For example, if you fill the compact with **3 eye shadows**, **1 cheek color**, **1 eye brush**, **1 cheek color brush**, and **1 lipstick**, the compact has a suggested retail value of **$65.50**. Then say this to gain immediate interest . . .

"This is my Creative Color set. It has a retail value of $65.50, but for tonight only, you can buy it for $58. If you book a follow-up skin care or glamour class tonight, to be held by (10 days from today), the price is just $55."

Let customers select their own shades for the compact. But, be *sure* to send customers home with all products in their original packages!

DRAFT

TR064 CANADIAN VERSION

Smart Marketing

Sales Idea

Refillable Sales



The Custom Compact can be a very profitable sales tool if you market it correctly.

Here's how:

Fill in one completely for display with a ribbon or bow tied around it. Then, at your class, offer it to guests *that night only* (to create a sense of urgency and immediate desire) at a discount. If a guest books a follow-up skin care or glamour class right then, (to be held within the next 10 days) offer a larger discount.

For example, if you fill the compact with **3 eye shadows**, **1 cheek color**, **1 eye brush**, **1 cheek color brush**, and **1 lipstick**, the compact has a suggested retail value of **$79**. Then say this to gain immediate interest . . .

"This is my Creative Color set. It has a retail value of $79, but for tonight only, you can buy it for $75. If you book a follow-up skin care or glamour class tonight, to be held by (10 days from today), the price is just $70."

Let customers select their own shades for the compact. But, be *sure* to send customers home with all products in their original packages!

DRAFT

Book Around the Clock!

Without creative thinking and innovative choices, there is a whole culture of women who you might never get to a skin care class. It appears that it is just a matter of TIME!

You can use every minute of every working hour to find a reason to book the next appointment and keep your business ticking. There's always something you can do to interest a potential customer, even if you have just a minute!

IF YOU ONLY HAVE . . .

60 minutes

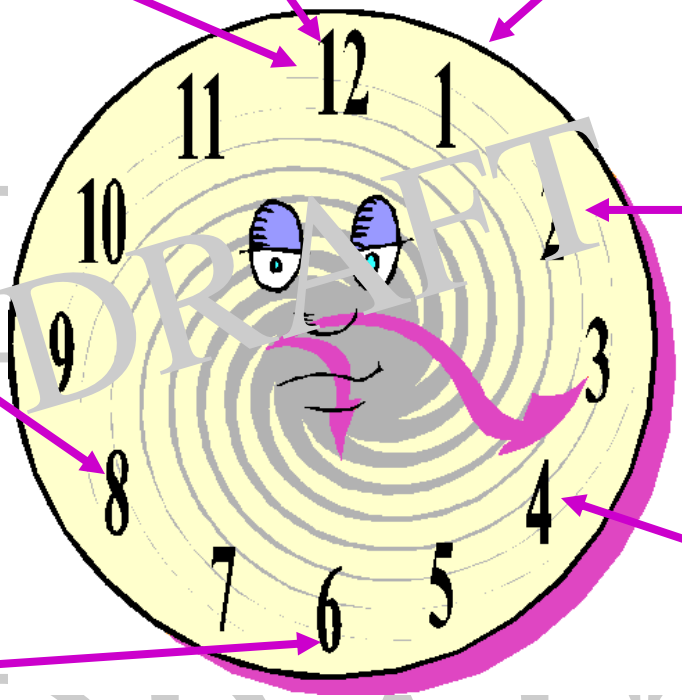
Pre-select glamour and provide product attributes of items being used. Simplify by having everything organized.

1 minute

Gauge her interest for the future and book a facial!

5 minutes

Demonstrate skin care products on her hand and ask her if it feels good enough to book a class!



10 minutes

Mention that booking a class would increase her knowledge of personalized glamour AND will earn her hostess credits!

40 minutes

Use mask as scrub and do glamour but no personalized eye looks until follow-up facial!

20 minutes

Do the 2-step facial using the TimeWise Set, without removing eye makeup. Include sample lip and cheek color! Encourage her to book a class to have the full glamour makeover!

30 minutes

Talk about the basics of skin care by going through the 5 steps. Then apply TimeWise and explain that it can be used as an alternative to the 5 steps! Only the hostess does full glamour and guests get minimal glamour. Explain to the guests that they can receive a full glamour makeover at their check-up facial!

DRAFT

TR066 Help with Selling Your Discontinued Lipsticks

With the introduction of new lip products, you may be wondering how to sell your inventory to make room for the new colors. First, remember that each product on your shelf represents profit. All you need to do is find one or more ways to move these items from your inventory into your customer's hands. Try these methods or create your own.



Current Customers

Tell current customers about the new colors, then announce a special offer just for them.

- When they purchase one lipstick, they can purchase a second at a special price. The amount is up to you!
- Or you can announce a gift with purchase promotion. For example, when a customer places a reorder for 3 or more lipsticks, you can give her an acrylic lipstick holder for free! Your current customers will appreciate the opportunity to stock up on their favorite colors **AND** have a great place to hold them all!

New Customers

Use your current supply of beauty books and continue to sell the current inventory lipsticks. Or you can use the current *The Look* and point out that, although Mary Kay has just introduced new colors, as first-time customers they can purchase their basic skin care set and any discontinued lipstick for a percentage off (give the discount on the lipstick only).

Use these techniques for ANY change in current line products that may occur in the future!

TR067

Great Customer Service

Your customers deserve the best in customer service. Because there are many cosmetics and skin care products to choose from, giving your customers a reason to shop with you is very important!

I want to encourage you to have all the bases covered in providing customers with a strong sense of loyalty to you and your business! Here are some ways in which you can develop reliable and consistent contact with each customer on your list which, in turn, can increase your sales!



Personal Website:

Have you considered that many women prefer to only shop online? Are you making it easy for customers to shop when it is convenient for them?

Phone Contact:

Are your customers able to contact you by phone; are they able to leave a voice message should you be away? Do your customers know you will respond in a timely manner to their phone message? Prompt response is great customer service.





Preferred Customer Program

Preferred Customer Program:

Proven to be one of the best ways to maintain contact with your customers and present a very professional image at the same time. Are all your current customers enrolled and receiving the latest edition of The Look?

TR068

Know Your Customers So You Can EFFECTIVELY Sell to Each One!

Most skin care users fit into 1 of 4 general categories. No one customer will fit anyone of these segments exactly, but most will come pretty close. To describe them, I've given them names. I'm sure you'll know them already.



LOYAL LINDA. Represents 34% of all skin care consumers. They're results-oriented and true believers in the benefits of a good skin care routine. Compared to the others, they use the fewest number of brands and prefer to buy their skin care products from a skin care consultant. When asked which skin care brand is best, they will say the one they are using. Since they are loyal by nature, most of them probably weren't an "easy sell" originally; they needed to be convinced.

How to Sell. Sell the benefits. Product functions and performance are important to her. When closing the sale, review all the benefits that apply to her. Knowing the service you provide helps convince her because service is one of her priorities. Once you win her, be absolutely sure she gets the service you promised.



HOPEFUL HARRIET. Represents 14% of skin care users. Hopeful Harriets believe in the importance of proper skin care. But unlike Loyal Lindas, they attach more importance to the emotional rather than the physical benefits of using skin care. They're more inclined to use a product line because of how it makes them ***feel about themselves***. How the products function is a secondary concern. They're not loyal to any one brand of skin care products, and tend to shop for new products in drug stores and department stores.

How to Sell. The biggest objection you have to overcome is not breaking the basic; this group likes to mix and match. The fact that our products are formulated to work together may not be enough to convince her to buy the basic; be sure to discuss skin supplements because she uses more night creams and anti-aging products than any of the other three consumer categories.



SKEPTICAL SCARLET. Represents 32% of skin care users. They don't believe that most skin care products live up to their claims, and they don't believe there is one best brand of cosmetics. This doesn't mean they can't be persuaded to use Mary Kay products.

How to Sell. They attach a lot of importance to how products look, and quite often they buy for no other reason than package appeal. A Skeptical Scarlet might be reluctant to commit to a regular day-and-night skin care routine, so emphasize how little time our program takes and how easy it is to follow at home. Because they tend to buy most (if not all) their products at drug stores, which they view as convenient, you'll want to talk about your delivery services and how you are only a phone call away! Also, deliver her initial order on the spot, and fill her reorders the day they come in - because Skeptical Scarlet can't wait!



FICKLE FAITH. Although 20% of all skin care customers are fickle, interestingly enough the typical Fickle Faith believes in the importance of skin care, although not as fervently as a Loyal Linda or Hopeful Harriet. Like Skeptical Scarlet, however, Fickle Faith does not believe there is one best brand of skin care products. Therefore she uses a little of this and a little of that, and she buys anywhere. However, she would prefer to stay with a product she knows rather than take a chance on something new. So if she doesn't know you, expect her to be apathetic and uninterested when it comes time for you to close the sale. She's not inclined to be critical, but neither is she inclined to commit herself.

How to Sell. She has a problem but probably is reluctant to voice it. So help her out. Find out what her problem is and then solve it for her. For example, if she's not convinced that Mary Kay products will meet her needs, talk "try before you buy" and 100% satisfaction guaranteed. If she says she already has "plenty of stuff" at home, talk about how easy and satisfying a Mary Kay skin care routine can be. And if her problem is money, come up with a way for her to earn her products.

DRAFT

TR069

Make Your Hostess Feel Special!

Because she makes your job much easier!



The seasons change, but one very important aspect of your business does not change -- and that is to always making your hostess feel special. Your hostess is your best business partner. Here are some of the many things your hostess does for you!

First.
She supplies a showroom for your show! Your hostess supplies you with a place to merchandise your Mary Kay products!

Second.
She advertises for you. And that's a great saving! Your hostess does your advertising with the most effective advertising known - word of mouth. She calls her friends and tells them about you and your products.

Third.
She supplies you with a market. When you arrive at your class, she has 2-5 other people waiting for you who have been profiled for their individual skin types.

Fourth.
She endorses you and your product. We all know that no one will buy a product unless they accept the person who is presenting it. Your hostess would never hold a class for you unless she endorsed you completely. This gives you added self-confidence.

Fifth.
Properly coached, your hostess does more than 50% of your work. She does what you instruct her to do because she wants the show to be successful. Of course, she is going to earn hostess credit, and this gives her the incentive to work harder for you and with you.

Sixth.
She recruits for you to add to your income. She either recruits herself or recommends someone from her class to you as a prospective team member. This means additional commissions for you.

Always be sure that she gets her hostess credit and everything else due to her! It's important to keep your hostess happy. If she seems to be upset about something, go see her and work things out. It is better to do too much for her than too little.

Be completely fair with her. If she thinks she has something reasonably extra due to her, go that extra mile and give it to her happily. You'll be glad you did! Praise her to the skies.

She deserves it because without her, you can do nothing!

DRAFT

TR070

Summer Beauty

Timely tips for great summer skin, lips and eyes

Blazing sun and higher temperatures signal summer is here. Your customers will appreciate tips to help make summer more lovely and enjoyable. And remember, share these tips when conversational booking a customer. Sharing a tip or two can mean additional sales!

Light and Lovely Lips



- Lips contain a relatively small amount of melanin to protect them from the damaging effects of the sun, so lip protection is essential for everyone!
- For lip color that lasts, outline with a lip liner in a shade complementary to the lip color.
- Suggest the **TimeWise Age-Fighting Lip Primer** as a defense against wrinkles while it prevents lipstick and lip gloss from feathering and bleeding



Skin Savers

- Everyone, regardless of skin type or skin tone, needs sunscreen every day. Make sure you teach customers to incorporate sunscreen for incidental sin exposure into their morning skin care regimen and make sure YOU do the same!
- Use the appropriate **Sun Care** products appropriate for face and body protection.
- For maximum effectiveness, apply a thick, even layer of sunscreen 15 minutes before exposing skin to the sun.



Summer Glamour Eyes

- Keep eye shadow neutral and soft to complement lighter summer fabrics and colors.
- Suggest to your customers waterproof mascara who want to look lovely while enjoying summer activities.
- To help soothe the puffiness-prone eye area, recommend the **Firming Eye Cream** along with the correct method of application

TR071

Strive for 55 minutes

To complete a class!

DRAFT



The more time you spend on something, the more it costs. If you will make an effort to reformat your class technique so that you spend only 55 minutes for the entire class, you will make more money. How? Because instead of spending 2 hours at a class, you spend 1 and will have more time for the individual closing ***(and that's really where the selling and recruiting begins, right?)***

Here's how:

- Take the Flip Chart and practice, practice, practice. Each page of the chart shows the time it should take you to complete each section. Make sure to get it down to and keep it 55 minutes or less.
- Be creative in combining sections to shorten the time spent in that section.
- Ask a few other consultants in our unit to act as class participants and walk through it in real time. Do the same for them so they can have practice time too!
- Did I already say to practice, practice, practice?

The CORE of your business is skin care classes and facials. The less time you spend at a class, the more time you have to book other selling appointments.

Gain More Recruits!

Think how much easier it will be to recruit someone from the class when they see it only takes 1 hour or so to complete.

TR072



The Office is a Marketplace

DRAFT

When approached properly, the office is a wonderful setting for selling and booking. Women are curious about what is going on in the office and when a consultant arrives at the office to service a customer, it can generate sales with other employees!

Always be mindful, though, of the customer's time as well as your demeanor when you are at the customer's workplace. One way to do that is to keep to a minimum what you carry into an office setting. You never want to cause a distraction so you should find containers that can fit neatly into a professional tote or briefcase. You will be surprised what a gallon baggie in your briefcase can hold. You have to be very aware of not lugging too many things into a place of business. When you're not in a home setting, rethink carefully everything you carry.

It's also a good idea to rethink your calendar on days when you are doing a noon-time makeover. Although 3 friends sharing a makeover can easily be finished in an hour, always pencil in at least 2 hours to accommodate the possible on-site requests of other women in the office; including time for booking. Be very careful not to book your appointments so tightly together on those days that you have to rush off. It could mean a loss of a sale if you have to leave with people in the office wanting to talk to you or purchase product.

Working women know the value of time management and need to see that this business can allow them flexibility in their schedule. My suggestion is to show your customer and others in the office your weekly plan sheet. If you have appointments, family time and personal time scheduled, it'll go a long way to showing that a Mary Kay career can allow you to have time for all things important!

TR073

Business Basics



OK. You've been in the grocery store where they were giving away samples of cheese and crackers, right? Or you've been in a department store where a clerk sprays a sample of cologne on your arm.
Why? Because they want you to try the product and from that experience, decide to buy!



Remember that **YOU** are in business to do the same thing; provide customers with an incentive to buy. If you don't already give out samples, start now! With every order, give a sample of a product she hasn't purchased. This will give you **ANOTHER** reason to call and follow-up! Ask if she had a chance to try the sample and then turn the sample into a sale by offering the full-sized version at a special price.



You should use product samplers because your customers want to try before they buy and they are the safest way to demonstrate product. Samplers are so convenient and don't cost a lot. From skin care to color, you can hand out samplers of product anywhere, anytime.



And don't forget, the return on investment is worth

Make samples work for you by giving you an extra way to get your product into the hands of customers! Start TODAY!

TR074

Business Basics

Are you sure the product you are giving your customers is the freshest product you have? Although the life-span of some of our products lasts for many years, you should work to ensure your inventory is moving off your shelf in a timely manner!



To help you keep track of when products were produced, every one is labeled with an easy-to-read code right on the packaging. That makes it easy to keep your inventory fresh and ensure that your customers always get the very best.

The code consists of a **shade name** (if applicable), **part number** and **day code** located on the bottom of a container, the barrel of a pencil or the crimp of a tube of each product. You can learn more about the codes by reading your product guide.

The concept is that you should use the First In, First Out method. That means, you should sell product that has been on your shelf the longest.

TR075

Business Basics



The foundation of your business is SKIN CARE! The TimeWise skin care products deliver the advanced anti-aging benefits your customers want for younger-looking skin.

Each TimeWise product is specifically formulated to combat a wide variety of signs associated with the skin's aging and all work together to help maximize the anti-aging benefits. TimeWisecomes in two formulas: normal to dry or combination to oily skin. Make sure you provide your customers with the correct formula

The swoosh on the front of the packaging will help you find the right formula for your customers in a snap! Here's how to tell!

Pink = Normal to Dry Skin
Lavendar = Combination to Oily Skin
Platinum = All Skin Types

This color-coded system should help you keep inventory organized and easy to recognize so you don't give your customer the wrong one!

TR076

Business Basics

Clear, effective communication is an important part of developing a relationship with your customers. Don't try to sound too technical when giving customers information about the product. Be natural and use common terms so you can talk about the basics of skin care with confidence.



Your reputation as a professional Beauty Consultant is the most important thing you have. Gaining your customers' trust is essential. One of the ways you can lose that credibility is to not be informed about or mis-pronounce skin care terms. For instance, what is **non-comedogenic**? Or what does the word **exfoliate** really mean? Do you know what causes **photoaging**? These and many other terms are important for you to know and be ready to explain to your customers.

Each time you give a presentation or answer questions about your product, be sure to communicate with the utmost professionalism and knowledge of the product you are selling! Your next sale may depend upon it!

DRAFT

TR077

Business Basics

Color Cards Can Help Increase Sales!

If you are not utilizing the color cards to introduce your customers and potential customers to your glamour line, you are missing a perfect sales opportunity. These sleek designs can be purchased from Mary Kay and will give your customers samples of the product!



You can deliver the latest color trends with confidence because each convenient color card contains everything your customers need to get the season's latest looks, including eye, cheek and lip color samplers with application tips.



In addition to giving them to customers to use at their convenience, they are also a great way to allow customers to experience glamour at your makeup and glamour party.

TR078

Start a . . .

Gift of the Month Club



You are in business to make money by selling product. Want a great way to have consistent sales for each month? Begin a Gift of the Month Club. Send a post card to the husband of your customer during the customer's birthday month that says . . .

"Ask me about my Gift-of-the-Month Club"

Here's a twist on this idea!

Approach the owners of local businesses with the idea of them starting an "Employee of the Month" gift club. Use the same options that I've suggested ($180 or $300). To make sure male employees get an appropriate gift, ask the employer to let you know in advance who was selected!

Then follow-up with a phone call and offer him 2 options:

- $180 packet for women (a $15 gift per month)
- $300 premium package for women (a $25 gift per month)

Make sure to vary the gifts each month so that the recipient of the gift will be able to sample your entire product line, from body care to glamour!

Make **SURE** to present the gift in a decorated basket or beautifully gift wrapped. Ask him if he wants **YOU** to personally deliver it to each month to the recipient, or if he would like you to drop it off to him and let him do the honors!