TR096

Thursday, May 22, 2014

# NEW Products Can Help You Sell CURRENT Products!




With new products being introduced by the Company, like the **TimeWise Replenishing Serum + C**, this gives you a great opportunity to sell current line products too!

**How?**

Call customers to tell them about the new product that you want them to try. Review her profile card for the date of her last facial -- as it may be time for a refresher. If it is time, just take everything you need to do her facial when you show her the new products because you never know what other current item she'll need, or what supplements she hasn't even tried yet.

**Always remember to:**

Try to turn that appointment to show the new product into a class. Say something like this: "Jane, this is such a great product that I want everyone to know about it. Why not invite a few friends over and I'll give them a facial while I show this new product to you."

**You'll be in a position to sell more product to everyone there!**

TR097

U.S. Only

# Protect Your Investment



Find our more about Mary Kay's exclusive savings partner for product insurance:

1. Go to MKIntouch
2. From the main menu, choose **Ordering** > **Exclusive Savings**.
3. In the Financial and Insurance section click on the **PRO Insurance Managers** link.

Picture this: You're driving home one night from a skin care class. You are so exhausted you decide you'll get up early tomorrow to prepare for the busy day you've scheduled. Right now all you can think about is drifting off to sleep.

However, your heartbeat quickens as you turn onto your street and see a fire truck and police car in front of your house. You rush up to discover an electrical problem caused a fire in your home that has damaged 2 rooms in your home; one of them is your Mary Kay office where all your inventory has been completely destroyed by fire, smoke or water.

As this point you have 2 options. You either groan with despair because you don't have insurance to cover your product loss or you will breath a sign of relief because you have a product replacement plan (insurance, etc.)

Having insurance to protect your section 1 products makes good business sense. I encourage you to think today about getting your products covered in case of a catastrophe.

**TR098**

# U.S. Only




## Active Status

Never worry about your active status again. How? By committing to holding **AT LEAST** 2 parties (classes) a week and work very hard to have at least $200 in sales. When you do, you'll sell product and will need to replenish what you've sold by making a wholesale order. That is what maintains your active status.

You are considered "active" in the month that you place a minimum $225 wholesale order. The value of being active is that during your active timeframe, any order you make can be made at a 50% discount. That is how you make a profit in Mary Kay. You order product at a discount and sell it at full price.

For example, let's say you place a $400 order in January. January becomes your first month of being active (A1). That active status then carries through for the next 2 months. Therefore February is your second active month (A2) and March is your third active month (A3).

If during February you place any combination of orders that total at least $225, then February changes to be your first month of active status (A1) and you're active through March (A2) and April (A3). Or placing the order in March will make March your first month and it will carry through to May!

Basically, any month in which you make at least $225 in orders (a single order of $225 or a combination of separate orders totaling $225) your active status refreshes and you begin the process over again!

**TR099**

# Canada Only




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# TR100




## 4 Point Recruiting Plan

The reason why your best chance for building a team happens at a party is because there you have a captive audience that sees exactly what you do to sell the product. When you use the 4-point recruiting plan, you sow the seeds of interest without even trying!

Building your team is an easy process: Offer the opportunity to enough people and you'll gain new team members. Not everyone you offer it to will accept it. That's just human nature. But, nobody will ever accept it from you unless you **OFFER IT**!

The best place to find prospective team members is at your workplace -- the skin care class (party). While conducting this party, there are 4 things that you **should ALWAYS do!**

1. Ask the hostess who is coming to the party that might be interested in doing what you do. She knows her friends better than you do and can give you a guest to observe. Also, don't forget to ask HER to watch you because she may be interested. You'll never know until you ASK!
2. Your I-story. More than just a story. It may be the very thing that prompts a guest to consider the opportunity. Your story may be HER story and if she sees you can do it -- it might encourage her.
3. At the individual close. As you are filling the order for each guest, ask if you could set up a time to share with her information about Mary Kay.
4. Offer the hostess and guests a special gift if they give you the name of someone who becomes a Consultant.

# TR101




## The Individual Close

Every sales opportunity has an OPEN, PRESENTATION and CLOSE. The individual close is when you take each guest, one by one into another part of the house (if possible) and take her order. This is also when you set up the appointment to meet with her in a few days to offer her the opportunity.

**The purpose for conducting a skin care class (party) is to present Mary Kay's product line to guests and allow them to try the product by having a complimentary facial. Throughout the presentation, you reinforce the idea that they will be purchasing at least the skin care set AND hosting their own party so that when you get to the individual close, the guest will be ready to buy and book!**

### During the individual close, remember these points:

- Thank her for coming and ask if she enjoyed the experience of a Mary Kay facial!
- Say . . . "In addition to the skin care set, what else would you like to go home with today?" **ASSUME THE SALE!** Your goal now is to get this guest on the skin care set so that you can build the basis for reorders.
- Schedule her for her **OWN** party. Say . . . "Since we need to get together for your 2nd facial, is there any reason why you wouldn't want to share it with a few friends. I think you'd be a great hostess. This way, Susie our hostess can receive credit tonight from you scheduling from her party from yours.

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# TR102

# BACK 2 SCHOOL Selling Tips!



Kids will begin going back to school this month which makes it an ideal time for **MOTHERS** to take a little time to treat themselves to a facial or host a skin care or glamour party. Your job is to get them excited about a change of looks to go with the change of seasons.

School is getting back in full swing and **TEACHERS** are ready for a fresh start. Invite a group of teachers from your child's school over after school or on a Saturday for a special back-to-school glamour makeover. Get referrals from friends and customers.



**Possible booking dialog**: Hi, Jane, this is Laura, your May Kay Beauty Consultant. I'm getting together a group of moms to have a "Yeah for School" makeup party. I was wondering if you would like to join us? If you can make it and bring a mom-friend with you, I'll have a special gift for you.

**Possible booking dialog**: Hi, Kate, this is Laura Miller, Mary Kay Beauty Consultant. My son Luke is in your class. Do you have a minute? I'm getting together a group of teachers at Luke's school and others that I know to have a "Back to School" makeup party and was wondering if you would be free on Saturday the 25th?

**These dialogs are just suggestions. Make the invitation however you feel more comfortable. When you start the party, play a game to choose the hostess (who will get the hostess points, etc.). Make it so much fun to be a hostess that the others will want to host a party of their own.**

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# TR103



## Learn to Cross-Sell for More Profits

**Cross-Selling is a practice of selling an additional item to the customer to increase your overall sales opportunity.**

For instance, if a customer orders a mineral powder, ask if they also need a mineral powder brush. If they do purchase one, your sale just increased because you used cross-selling!

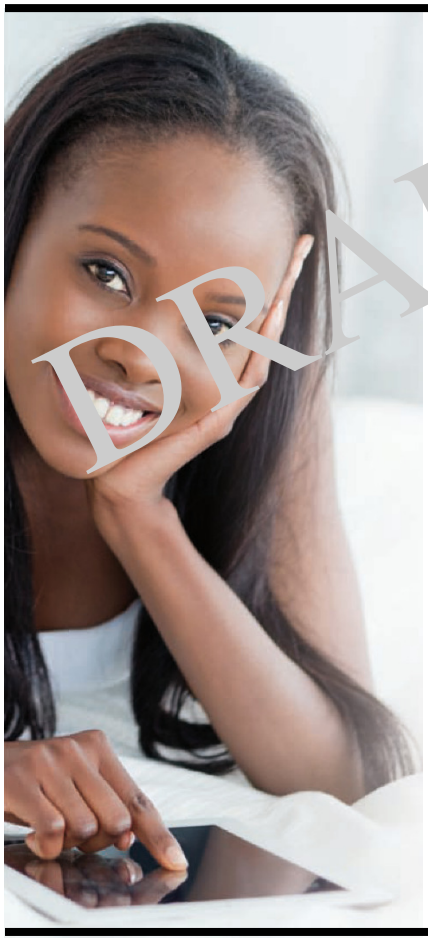
## Here are more tips:

- Suggest relevant items that are accessories to the same product (i.e., lip gloss if she purchases a lip color).
- Use emotional words like "need" and "want" (like this example from McDonald's *"Do you want fries with that?"*)
- Whenever you sell a foundation, also ask if they need cosmetic sponges.
- Whenever you sell an eye shadow, ask if they need mascara.

**Ask me for more ideas on the practice of cross-selling and how it can help increase your sales!**

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**TR104**



# Social Networking your Business

**Question #1**

## I thought I was supposed to sell face to face?

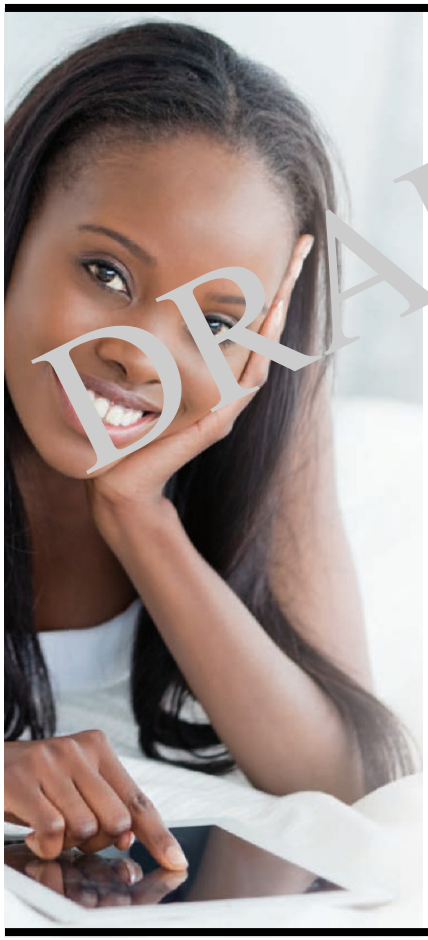
Before the digital age, in-person was the main way to sell and communicate with customers. Now with advanced technology, you have the opportunity to connect with customers in different ways and provide them with more access to you and Mary Kay.

You can maximize both the "offline and online worlds" to deliver Golden Rule customer service and generate more sales. The key is to learn from your customer's cues to find the right balance.

For instance, you may have a customer who is so tech savvy that she gets all her menu ideas online. That customer would probably respond well to a Facebook post of the new Look Book and information on new product launches. In addition to Facebook, consider getting a Twitter account. You could connect with customers who do not use Facebook but love to tweet!

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**TR105**



# Social Networking your Business

**Question #2**

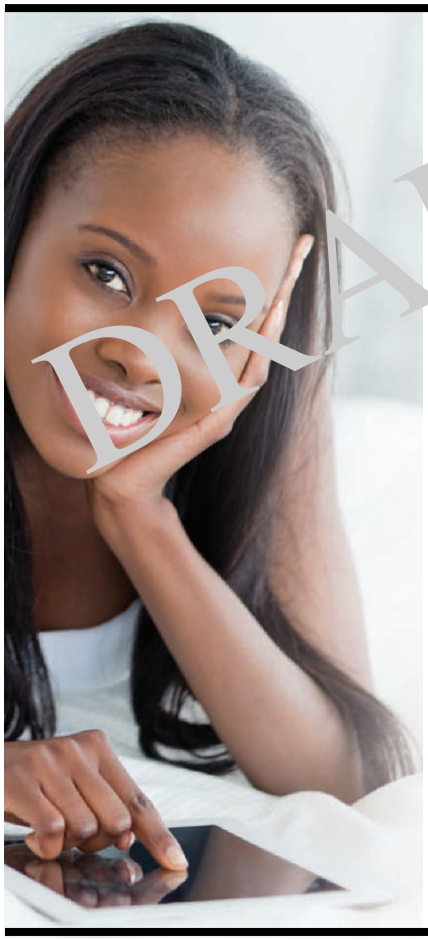
## Do the digital tools and/or selling online replace me?

No, digital tools or "being digital" does not replace the Beauty Consultant; never can, never will. They are simply ANOTHER tool in your toolkit. You are still communicating with an ultimately facilitating a sale with your customers. Being online provides affordable access/esposure to people and it can allow you to share more information with others easily and quickly. It also offers a means to manage your business to fit your names and your customers' needs 24/7. You are always at the heart of the business!

For instance, you have a customer who works odd hours but needs to make an order with you…if you have a personal Mary Kay site, she can shop at her convenience. In addition, if she needs to find out more, and it's not a convenient time to call you -- a quick email or a message to you on FaceBook or Twitter and you can respond and she can see your answers the next time she's online.

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**TR106**



# Social Networking your Business

**Question #3**

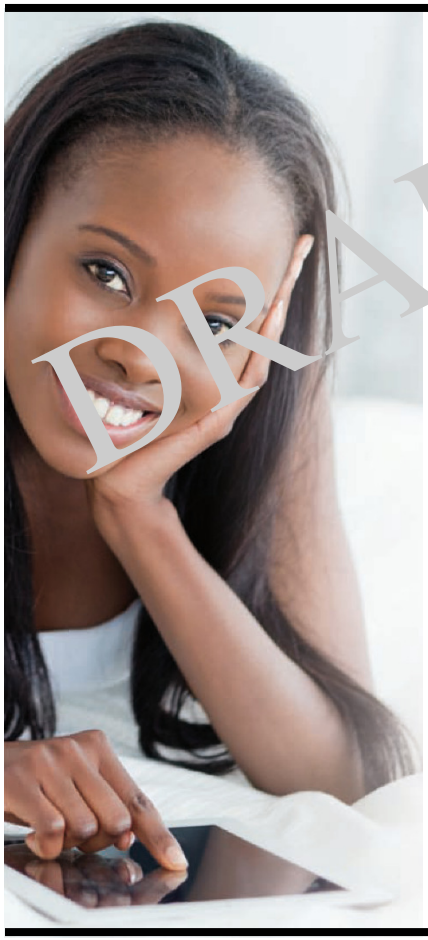
## How much time should I spend online?

Be productive and use common sense. Social media is not a replacement for working your business and face-to-face customer service. Using social media can be successful if you balance it with other efforts and ways to connect with customers. Make sure that your online activities do not interfere with your commitment to customers.

In addition, there are a lot websites, Facebook and Twitter accounts for National Sales Director and top Directors in Mary Kay. If you're not careful, you'll find yourself spending too much time there instead of on the phone booking new appointments or holding appointments. Getting inspiration and ideas for your business from many sources is okay, learning from the best can help make you the best. But remember what Mary Kay Ash said.. **"Nothing Happens Until Somebody Sells Something."** Your goal is to sell more product, not spend more time online!

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**TR107**



# Social Networking your Business

**Question #4**

## How do I hand new leads I have made online?

Continue to follow the Golden Rule. Treat others how you would want to be treated. Be genuine, represent yourself as clearly as a Mary Kay Independent Beauty Consultant and make sure that person does not already have a Consultant if she is interested in the product or opportunity. How can you know? It's simple… ASK. If she does have a Consultant, do all you can to direct her back to that Consultant for further service.

The same principles apply in both the "offline" and "online" worlds. Online is a great space to generate leads. Just as you do with any lead, follow up is critical. Making the connection is only one part. Following through is key in providing Golden Rule Service to impress a first time customer and to keep her a s full-time **LOYAL** customer and brand advocate.

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