

Selling to Men: Tips to Remember

Know Your Audience:

1. They don't enjoy going to the mall, shopping, or looking online for hours.
2. They aren't sure what they are looking for.
3. They look forward to suggestions.
4. They want her to feel special, loved, and appreciated.



You Have Something to Offer:

1. You're a Mary Kay Beauty **Consultant**. Men know women love makeup. As a professional in this field, they will trust and value your opinion.
2. You have insight– You are a woman!
3. You know what she wants! That's why we have a wish list service.
4. We have a 100% Satisfaction Guarantee, just like the stores! She can always get whatever she wants.

Things to Remember When You Call:

1. Be confident. Men will buy from you when they think you are trustworthy and believe in what you have to offer! Don't worry if they don't get "excited" about your gift ideas; that doesn't mean they aren't interested. Just present what you have to offer, and let them decide.
2. Be prepared with suggestions. Have her Wish List in front of you, as well as a list of versatile items any woman would be interested in.
3. Know what price options you would like to offer! \$150 - \$225 - \$299
4. Know the prices of what she has on her Wish List. Know how much a 12 Days Set would be with the things she listed that she wanted! He can meet every wish that way!
5. Have these questions in front of you so you can sound professional, and help figure out HIS Holiday shopping needs if he is unsure!

Gifts Any Woman Would Love:

- **Satin Hands** in Vanilla Sugar, Peach Satin or Fragrance Free
- **Eau de Perfumes:** Bella Belara, Journey, Belara, Velocity & new Thinking of You!
 - Limited-Edition Thinking of You Lotion
- **Eau de Toilettes:** Fragrance, Body Lotion, Shower Gel, &/or Sugar Scrub in Forever Orchid, Passionfruit, Simply Cotton or Warm Amber
- **Our Amazing Compact Pro**
- **Satin Lips**
- **Oil-Free Eye Makeup Remover**
- **Ultimate Mascara**
- **Metro Chic Color Collection**

Help Me Meet Your Need:

1. Does your wife enjoy using fragrances, or do you think she would prefer a lightly scented lotion?
2. Would she prefer a natural or more dramatic look? (For example, would she look more like Jennifer Aniston or Marilyn Monroe?)
3. Does your wife do a lot with her hands? (examples: dishes, kids, gardening, etc.) Does she have chapped lips? Dry skin? etc....
4. Does she have a special dress she has just gotten (or likes to wear) for the holidays?
5. 99% of women said they saw a difference after using our skin care. Has she complained to you about her skin? Zits? etc.?
6. What would you like to pamper her with that she might not buy for herself?