

Summer Sales Ideas

Sentences that Sell

"Hi _____, this is _____. I'm just calling to make sure I'm giving you good service. I'll just take a minute of your time. How are you set with your cleansing cream, mask, moisturizer, freshener and foundation? Did you like the _____ sample that I put in your last order? Is there anything you'd like to try for the first time? I'm having a sale on _____ right now. (Describe the product briefly) Thank you. I appreciate your loyalty. Be sure to put my brochure by your phone or on the refrigerator. I'll be calling again shortly, but if you want or need anything in the meantime, just give me a call. Have a great day!!"

Hot Lips Contest

Take 3 vinyl bags (warm, neutral and cool) and place all lipsticks that are cool in the cool bag with lipstick samplers and lipbrushes to try product. Tell clients, "I'm in a hot lips contest to sell more lipsticks than anyone in our Unit and every woman needs a couple new lipsticks for the summer to get that 3 dimensional look. If you buy 2 lipsticks, I'll give you a lip-gloss or lipliner for free just for helping me out."

Survey Cards

Put 12 in a small vinyl bag with a full size lipstick. Tell your customer she can keep the lipstick if she passes out and collects the 12 survey cards. An average of 3-4 will want facials. Ask your customer, is there any reason why you wouldn't want to get these women together for a class and earn some more free products.

Bring a Penny, Bring a Pal

"Hi, _____, this is _____. I have something fun to tell you about. Do you have a minute? It's called Bring a Penny Bring a Pal. If you bring a pal with you to your makeover, you get any glamour item for a penny. If you bring 2 pals, you get that glamour time PLUS a second item in our line for half price! Isn't that a great

Birthday Card and Parties

Sr. Dir. Vicki O'Bannon has a birthday party of the month for all of her customers having birthdays that month. "Your card may be the only one she received" Vicki says. Included is a gift certificate to bring to the party at Vicki's home. They celebrate with a birthday cake or cupcakes, and each customer chooses from a makeover or a manicure. This could also be done every other month

Mascara Marathon

What one item does every woman wear?? MASCARA!!! This is a great way to boost your inventory. Keep a running list of all the people you sell mascara to. (Name, phone number, etc.) Call all your customers, family and friends to see if they need mascara. Make a Mascara Marathon Sign that says "I'm in a Mascara Marathon – Do You Need One?" You could have a promotion – if friends sell 10 for you, they'll get one FREE, etc.!

Summer Fun-On-The-Run Bag/Appointments

Carry a big clear beach bag with a beach towel at the bottom and put the hottest products for summer in it. (Sunscreen, masking cleansers, satin lips, lipstick, satin hands, etc).

When making deliveries, show all the latest and greatest to you clients. Roll out your beach towel and put the products on it.

Phone Lottery

"Hi, _____, I'm just calling my customers to see if I can help with any of your cosmetic needs. Our Unit is aiming to break a record today of the most sales. So I thought to make it fun for my customers so I'm doing a "hone Lottery. Only the orders I get today will go into a drawing. For every \$15 you order, your name will be entered one time. If you order \$30 your name will be entered twice plus you'll get a Gift with Purchase. When I have 20 orders (or whatever your limit) I will pick out the name of the lucky winner and they will re-

Book To Look

Take brightly colored envelopes and write "Book to Look" on the outside. Spread them out on the table. Guests who book their own class can write their name on the envelop and OPEN IT AT THEIR CLASS. Inside is a coupon for a free item such as a mascara, eye pencil or lip gloss. (This takes the place of her thank-you gift.)

Pocketful of Goodies

Fill the pockets of your beauty coat with small, inexpensive items such as beauty blotters, an eye color blending brush, day radiance pump, eye look cards, pencil sharpener4 or 5 things. Throughout the class pull out items to present to the Hostess. "Traci, you'll LOVE the way the brush gives your eyeshadow such a smooth, well-blended look. I'd like for you to have it." When others ask why she got a gift – say "When I come to do YOUR class, I'll have my pockets full of goodies for YOU too!"

Hat Box

Put pink netting in a hat box, crack the lid, and put it in the center of the table. Someone will say, "Who's that for?" Explain that when 2 or more guests book a class of their own, the hostess gets to select a gift from the hat box (empty compact, hand cream, etc.)

