

# MASCARA MANIA

## **MASCARA CLUB RULES: (if giving free Mascara; figures increase if not)**

### **Here is how it works:**

Every time you sell a mascara, offer her a chance to join your elite "Mascara Club". The customer pays for 3 mascaras, on-the-spot, and she'll receive "today's" mascara 'FREE". She'll receive the next 3 mascaras at the rate of 1 every 3 months for a year. That amounts to a 25% discount for doing very little for the guaranteed sale.

This also opens the door for you to call her 3 times that year and say, "I'm sending out your new mascara today with a Beauty Book. Shall I also send a refill for your freshener (or whatever you think she might need)? What else is on your Mary Kay shopping list...?"

### **Other Suggested dialogue when you call:**

Hi \_\_\_\_\_, this is \_\_\_\_\_, your Mary Kay Consultant/doctor/\_\_\_\_\_!) I am getting ready to send out your mascara today! Did you receive your Spring/Summer/Fall/Winter version of the new Look Book? What did you think about the new \_\_\_\_\_ (or limited edition \_\_\_\_\_)! Shall I also send a refill of \_\_\_\_\_(whatever you think she might need). What else is on your Mary Kay shopping list?

You can also say: You know \_\_\_\_\_, I realized it has been a \_\_\_\_\_ since you had a facial. Let's get together. What are you doing this week? (Book her on the spot!)

### **IMAGINE YOUR PROFIT FROM CUSTOMERS:**

4 mascaras @ \$15 = \$60.00 Your cost \$30

1 customer = You receive \$45 (customer saves \$15) Your cost \$7.50.

**Your cash profit \$15.**

5 customers = You receive \$225 (customers save \$75) Your cost \$37.50

**Your cash profit \$75.**

10 customers = You receive \$450 (customers save \$150) Your cost \$75.

**Your cash profit \$150.**

20 customers = You receive \$900.00 (customers save \$300) Your cost \$150.

**Your cash profit \$300.**

50 customers = You receive \$2250 (customers save \$750) Your cost \$350.

**Your cash profit \$775.**

\*This doesn't include the amount of sales you'll receive from the reorders for each time you contact her!

Walmart does not consider someone a customer until they have visited their store and grabbed a shopping cart 5 different times. A customer who grabs a shopping cart totals sales of approximately \$126 each trip. It takes 5 times to establish the routine!

Imagine your customers thinking of you immediately with every beauty need rather than a department store or discount store!!

# Mascara Mania!!

I would recommend that you order half of your mascara goal up front. I know that sounds really scary!! If you can't order half of the amount, order as many as you can. I ordered 250 at first and let me tell you I KNEW then that I HAD to work towards my goal because I didn't want to keep walking by my Mary Kay room and stare at all that mascara!!

~ I put each mascara into an individual cello bag with my business card and a coupon for a free color consultation. I tied it with a ribbon. In 10 of the bags I put coupons for free mascara. In 10 others I put coupons for free Oil Free Eye Makeup Remover. I then told the people that there was a chance of winning in every bag. The people who got the free color consultation thought it was for them, and the free mascara thought it was for them and the free Oil Free Eye Makeup remover thought it was them. Everyone felt like a winner!!

~ Decide how many you actually want to sell yourself. I picked "Bag Ladies" to help me. These were women who were great customers or past hostesses. I really played up the fact that I had picked them for this special challenge!! I got cute little bags from the dollar store and put 11 mascara's in each bag. I offered my bag ladies their mascara free when they sold 10 mascaras. They felt challenged to sell all 10 and they were amazed at how easy it was!!

~ Tell EVERYONE what you are doing and what your goal is. I had people calling me at the end of the month asking me how far I was from my goal and how many more people I needed!!

~ I asked everyone who bought a mascara if they would give me the name of a friend who might also be interested in a mascara to help me reach my goal. They almost always gave me at least one name. Call those people!!

~ Carry a basket with your mascara everywhere you go. People will ask you about it and this opens the door to ask them if they'd like to help you reach your goal!

~If you are putting the mascara into cello bags with your business card make sure that you have enough business cards!!

~ With your "Bag Ladies" I wrote out 10 sales receipts and included them in the bag. I told the ladies that they only had to have the customer fill out the top portion of the receipt. This way I had a name and phone number for up calls! On the 11th receipt I wrote the bag ladies name's I wrote one mascara and under cost I put FREE if you sell the other 10 mascara's in this bag. I did have some bag ladies who only sold a couple so I pro-rated the mascara that they bought for themselves. If they sold 3 I gave them 30% off their mascara.

~ I used all Endless Performance Mascara in black, but I told the bag ladies that if they came across someone who wanted something else I'd get it to them. I did have a couple of women who wanted brown or waterproof.

# MASCARA MANIA TRACKING SHEET

(Use to track your mascara customers.)

Customer Name/ Phone Number	Amount Paid	FREE Mascara Month	Month 1/ Called? Date/Time	Month 2/ Called? Date/Time	Month 3/ Called? Date/Time
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					