

## HOW TO SELL \$2400 IN THE NEXT 4 WEEKS

THANKS FUTURE NATIONAL LISE CLARK FOR THIS GREAT EMAIL!!!!!!!

It's almost the end of the quarter - what is a woman to do? We could race around, panic, or just sit back and pretend that it doesn't really matter to us. We can tell ourselves we don't care if we don't win prizes, but the truth is that everyone wants to be a WINNER!!! It's just a great way to feel good about ourselves!!! And, when it's broken down, it's so simple!

1. Calm down and look in the brochure, or go online & try to get an idea of what the prizes are. In your projected category, pick something you would like for yourself, or could use as a gift. Dream a little. Sweep out those old, negative, self-destructive thoughts Imagine how it will feel - such a great sense of accomplishment - when it's done!!! Stretching to reach a higher goal is how you grow as a woman! Jump out of your rut! There is nothing 'corny' or 'out of vogue' about wanting to be a winner! The women in Mary Kay who achieve great things are from all walks of life: college professors, nurses, doctors, lawyers, homemakers, secretaries, factory workers - everything! Believe me - you CAN be a winner!

2. Make a list of all the people you know locally that you like. Now, think of the out-of-town people you know, and list them, too! They will not magically appear.

3. Phone (or write) these people, and let them know what your goal is. Ask if they would be willing to help you achieve your goal, and if they do: you'll give them some free Mary Kay! A makeover today only takes 20 minutes!

Here is a suggested script or letter:

"Hello, \_\_\_\_\_? This is \_\_\_\_\_. You may not know this, but I'm with Mary Kay and I am so nervous - There's a contest going on and I would like to do 30 faces in less than 30 days - is there any reason why I couldn't give you a totally, absolutely free makeover? I'll only take 20 minutes, and please hide your checkbook - I don't want you to feel obligated in any way." (wait for response) If she responds favorably, ask: "When I come over, would you like to learn more about skin care and how to solve problems, or would you like to look at color coordination or maybe do a little extra for your eyes?"

And, would you like to come to my house, or would you prefer that I come to yours?" Write her name, address, phone number and what she wants to focus on in your date book. Her gift for a facial would be a demo tube of the hand cream or spa collection. Now, say: "One more thing - since my goal is to do 30 faces in less than 30 days, I would appreciate it if you could invite over a friend or two - that would really help!! I'll even bring something special for you! I'm not talking about a party where you have to invite the whole neighborhood, collect money and make deliveries - just a couple friends getting together just to 'play.' And remember, no one is obligated to anything. I am there to share!" (Her gift would be regular hostess credit, something the company is giving away, or a Preferred Customer gift.) Your goal here is to develop customers and bookings. Sales will average out & take care of themselves. Be sure to ask women who take care of themselves and that you believe would use the products.

I challenge you to make 10 of these calls! I know that you will get at least 3 positive responses, and the attempts should only take 30 minutes!!! Don't forget to send a postcard to remind her - fill it out while you're talking to her and mail it that day!! Set yourself on fire - you are the only one who holds this match!! NEVER settle for mediocrity!

4. 30 faces will net you at least \$1,200 in sales. Now what??????? Maybe you can't figure out how to squeeze in 30 facials? Invite them to your house!! Schedule 1 or 2 times a week to invite people to

your home. Work it around YOUR schedule. Ask each one to bring at least a friend or two. Carry copies of directions with you! Just keep this simple. And, you will book from these introductory facials - your sales will just go up and up if you ask for what you want!!! Your sales from these new bookings will lead to more bookings, more customers, more reorders - it all starts here!!!!

5. Well - you're still not sure if this will work: So here's Plan B. Put together some outside order bags - you can use the inexpensive gift bags sold in dollar stores. Put in the bag: books, a piece of paper or order forms, a mascara, a lip gloss, concealer, nail polish ,(give these only to people you know, and have them sign a sales ticket showing what full size products they have in the bag), and samples of colognes and anything else you want to put in. Don't put things in that you believe people will test (like lipstick)! Make it a goal to have a dozen ready. You are ready to go! Put a ribbon around the full size products - even put tissue paper in the bag. Make it look nice, but don't spend a lot of time on it.

Here is your script: "I am in a contest with Mary Kay. I would love to give you the opportunity to shop for free!! (pause) All I'd ask you to do is to show this around to some of your friends. Let them try the samples, but be sure to keep them so that you can show others. We all know Mary Kay sells itself, so just let them look. For every \$100 in outside orders you take, I'll give you \$25 in Mary Kay products!! This sells so quickly - that's like only 12 mascaras or 10 lipsticks! I'm sure you can get a couple hundred - and I'll be able to give you lots of free Mary Kay! How long do you think you'd need - just 48 hours, or would you prefer a week?"

Be sure to write her name & phone # on your date book to remind you to call & get her orders. If she responds negatively, ask "Who do you know who would enjoy a gift from you - a free pampering session with me!! I'll pamper her and make her feel great with a completely complimentary makeover!" Not everyone will sell \$100 - some will sell nothing and use all your samples, some may only sell \$10 (don't quit trying this at this point; it's just too early), others may sell \$500!

Don't prejudge - you don't know until you ask. A dozen bags, at only \$50 average, will be worth \$600 in sales - plus you have all those names and phone numbers to follow up with and offer them a free makeover as a "Thank you" for purchasing (everyone who buys from you is entitled to a free makeover!), or the same opportunity to shop for free! Sales will be pouring in if you just lay out the groundwork, and keep following up with new leads. People will be chasing you to buy product! Don't run away - just head for the bank!

6. Be sure to let me know your goals and YOUR PROGRESS!! Call or email on a daily basis for help if you need it! I want to see you soaring to the top of your business. You can do it if you make it a goal!

7. Don't forget to work your business full-circle; recruiting adds to your income, your future and to your prize category! Everyone knows at least 3 people who would just jump at the chance to try this career, and be able to purchase their skin care and cosmetics at wholesale. With all the freebies Mary Kay is giving away, don't be stingy - share the opportunity. Why not? Who is actually going to turn down over \$146 in products for only \$100 - and that gives them a lifetime of wholesale purchase power and the \$100 is tax deductible!! What a deal!

Don't sit back and be a "Wish I had." Start NOW - the clock is ticking! Procrastination is only suicide on the installment plan! **SELL YOUR WAY TO THE STARS!**

To be a **Sapphire** Star: \$42.86 a day!  
To be a **Ruby** Star: \$57.14 a day!

To be a **Diamond** Star: \$71.43 a day!  
To be a **Emerald** Star: \$85.72 a day!