

Here are some *Great Selling Ideas To BOOST YOUR BUSINESS!* Select one of these ideas to ***RUN WITH!!*** I can't wait to hear from you with your results!! So many ways to **SELL PRODUCTS AND FINISH YOUR SEMINAR YEAR STRONG!!**

### **“Mascara Blowout!”**

You could easily sell 100 mascaras this month! Tell all of your customers and everyone you know that you are participating in a “Mascara Blowout” to sell 100 of the Endless Performance Mascaras. Romance this wonderful product by saying, “Endless Performance Mascara builds, separates, and lengthens lashes and won't smear or smudge for up to 12 hours. It forms an ‘envelope’ around each lash, and gently ‘lifts off’ upon removal without leaving smudges or ‘raccoon’ eyes. It wears like waterproof, removes like conditioning, and makes your lashes look longer and thicker than any mascara you’ve ever used. Black or Brown?” After they’ve made their purchase(s), ask them if they would be interested in receiving any product in our line at a 50% discount. All they have to do is take orders and collect payment for 9 more mascaras! Give her a Beauty Book and sales tickets ~ then follow up with each purchase to schedule an appointment! If she sells only 5, give her a consolation prize, such as a \$5 gift certificate for her next order, or 10% of what she DID sell in hostess credit. Lots of new names and 100 mascaras = \$850 in sales!

### **Go Directly To Jail!**

#### **Do Not Pass “GO” Until You’ve Collected \$300!**

Conduct a Mary Kay “Jail-a-thon!” Decide on a one hour time slot this week to put yourself in “Mary Kay Jail.” Make sure you will have no distractions. Take the cordless and go into the closet if you have to! You will need your customer list, sales slips, and your datebook. Here’s a suggested dialog: “In honor of Mary Kay’s birthday this month, I am holding a ‘Jail-a-thon’ and donating (10%, \$1 from every order, a portion of the proceeds, etc.) to the Mary Kay Ash Charitable Foundation for Cancer Research. Tonight, I’m in Mary Kay Jail until I reach my pledge to sell \$300, and I’m calling to see what products you might need.”

Call your Director AS SOON as you have completed the challenge! Report the date and time you finished, how much you sold, how many bookings you got, how many people said “no,” and the amount you’ll be contributing to: Mary Kay Ash Charitable Foundation, 16251 Dallas Parkway, P.O. Box 799044, Dallas, TX 75379.

Won't you feel wonderful, knowing that you had a \$300+ HOUR, and are contributing to such a worthy cause?! Feel free to do this as often as you like, and set your goal higher each time!

### **“Hostess On The Go”**

Let your Hostess help you with your sales goals, while she earns free Mary Kay Products! There are 2 simple ways to do this:

- 1) Give her a merchandising bag or MK Pink bag with a *journey* and/or *Elige* tester, mini Satin Hands set, Beauty Books, sales tickets, and business cards. She can take outside orders
- 2) Give your Hostess (someone that you trust) a bag or basket filled with products that require little demonstration (Shave Cream, Hand Cream, Mascara, Private Spa lotions/gels, Daily Benefits, etc.) totaling \$100 retail or more. Have her sell these actual products. In either case, give her hostess credit based on the sales (20% credit, or any item 1/2 price, etc.) Have several customers do this at the same time and just watch the sales roll in!

### **Telephone Lottery**

When calling for reorders, tell your customers that by placing an order of any size, they may choose any number between 1 and 25. After all of the numbers have been chosen, you will draw one number and that customer will win her entire order free. This is great to use between Preferred Customer mailing. OR...For every \$10 in reorders, she may choose one number between 1 and 50. When all numbers are chosen, you will draw for \$50 in free Mary Kay products. (That’s at least \$500 in sales!)

### **“Product of the Week”**

Select a product each week to highlight when making customer calls. Put it by your phone to remind you to mention it. Say, “By the way, let me tell you about my product of the week! It’s Sunless Tanning Lotion, and it’s the safe way to a beautiful tan all year ‘round! I have it specially priced for just \$9.00/tube instead of its regular price of \$10.”

