

12 WAYS TO FINISH YOUR STAR



How many Skinvigorate demos can you complete in the next few days? It only takes a few minutes and you will find that potential customers love it! You will need...

Skinvigorate Brush—Water—Paper Towels
TW Cleanser N/D—Satin Hands Set

1. Dampen back of hand. Add small amount of cleanser. Sample brush.
2. Explain 85% cleaner, prepares skin for next step, show pictures on back of the box.
3. Demo Satin Hands. Great gift idea!
4. Choose a special to offer your customer based on what you know about her and think might work for her! Don't give her more than TWO choices or you will confuse her causing her to shut down with no purchase!
5. Special Deal #1! Purchase Brush for \$50 and it comes with extra brush and batteries plus FREE gift! Instead of PCP gift, give Hand Cream, Foot and Leg, or MK@Play so it counts toward STAR!
6. Special Deal #2! Purchase Satin Hands individually and it would be \$43. Purchase as a set for \$34. Purchase two sets (great mom-in-law and mom gift) and receive a free gift as in Deal #1.
7. Special Deal #3! Purchase the Brush and two SH sets...\$136 value if purchased separately for just \$99! No free gift with tis deal.

Five #3 Deals=\$500 Toward Your STAR!



Who do you know that works outside the home or is around several other women? Ask her to take a bag of MK products and let her friends shop from it. Include mascara, lip gloss, hand cream, and other easy sell items that total \$100 in sales. Have the products labeled with prices including tax. When your customer sells everything in the bag she receives \$25 in shopping credit! Be sure she gets the name and number of those who purchased. You could include survey cards and a catalog. Set a goal to get 5 customers to help you with this challenge!

Five Empty Bags=\$500 Toward Your STAR!



Contact your customers who have December birthdays or anniversaries and offer them 20% all their purchases made by December 14th!

Be a full service consultant, offering to drop by to show her the new colors and to demo the brush!

Take it a step further by asking if she wants to invite a couple friends to join her. You could offer 50% off her purchases for two friends joining her appointment. Decide to do holiday makeovers and let them shop for holiday gifts!

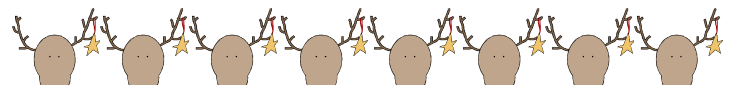
Make it extra special by taking birthday cupcake

Each Birthday Girl=\$50 to \$100



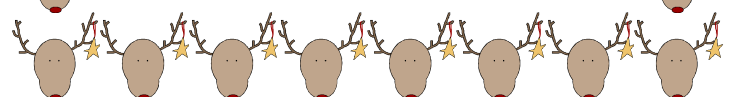
The new books are out! Make ten Preferred Customer Contact Calls. As your free gift offer a Section 1 product instead of the mini Satin Hands so that it will count toward your wholesale. Consider your customer's likes and offer a MK@Play product, eye shadow, hand cream, or foot and leg. Choose something around \$10 in value. Stretch the order with upselling and be sure to sample the new brush when you make her delivery. If delivering to her work, carry a basket of wrapped hand creams or other Christmas gifts with fabulous bows tied to them!

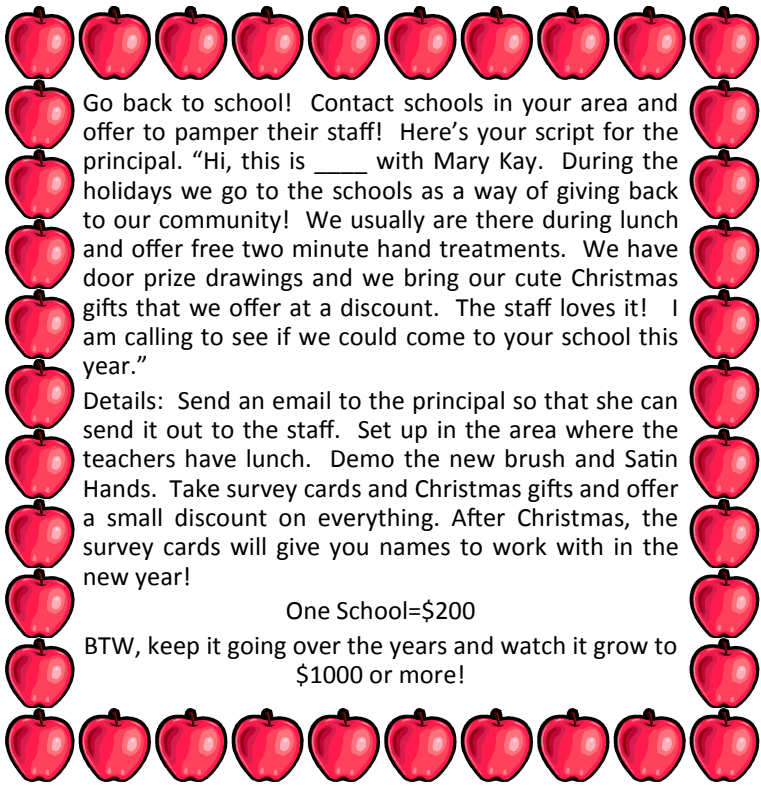
10 Customers=\$400 + \$100 in Gifts



Contact men! They need your help in choosing gifts for the women they love! Offer 12 days, pillow gifts, gift baskets. You could earn your STAR with sales to men and they would love you for the help. (The women who receive the gifts would love you, too!) Let them know that you offer FREE delivery and wrapping!

12 Days=\$129 or More in Sales





Go back to school! Contact schools in your area and offer to pamper their staff! Here's your script for the principal. "Hi, this is ___ with Mary Kay. During the holidays we go to the schools as a way of giving back to our community! We usually are there during lunch and offer free two minute hand treatments. We have door prize drawings and we bring our cute Christmas gifts that we offer at a discount. The staff loves it! I am calling to see if we could come to your school this year."

Details: Send an email to the principal so that she can send it out to the staff. Set up in the area where the teachers have lunch. Demo the new brush and Satin Hands. Take survey cards and Christmas gifts and offer a small discount on everything. After Christmas, the survey cards will give you names to work with in the new year!

One School=\$200

BTW, keep it going over the years and watch it grow to \$1000 or more!



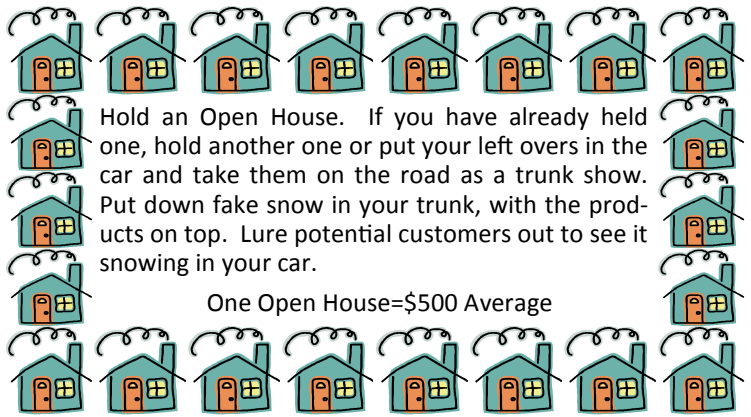
Purchase the gifts you will give from yourself. Why pay 100% to support other companies when you can pay 50% to support yourself!

Gift Giving=\$200



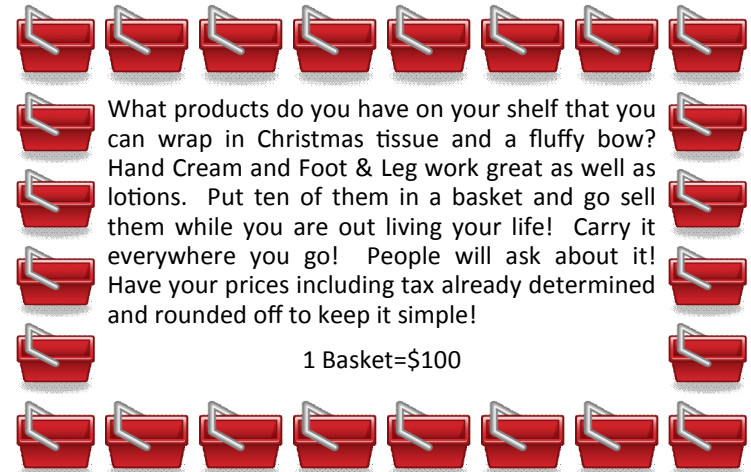
Add to your Color Portfolio by asking women to model the looks in the new catalog. Women love to help, to have fun, to give their opinion, and to receive a free gift! Makeovers offer what they want! Be sure to ask if they have a friend who would join them. Invite their teenage daughter to join the fun and you will most likely get a huge gift order.

6 Double Makeovers=\$600 in Sales



Hold an Open House. If you have already held one, hold another one or put your left overs in the car and take them on the road as a trunk show. Put down fake snow in your trunk, with the products on top. Lure potential customers out to see it snowing in your car.

One Open House=\$500 Average



What products do you have on your shelf that you can wrap in Christmas tissue and a fluffy bow? Hand Cream and Foot & Leg work great as well as lotions. Put ten of them in a basket and go sell them while you are out living your life! Carry it everywhere you go! People will ask about it! Have your prices including tax already determined and rounded off to keep it simple!

1 Basket=\$100



Offer hostess credits to customers who allow you to bring your Christmas gifts to their workplace during lunch. This is a great way to meet to potential customers while reaching your STAR.

Each Business=\$100 or More



Offer gift certificates for huge savings to customers who don't need products right now. \$125 worth of shopping later for \$99 today!

3 Gift Certificates=\$300

**YOU CAN
MAKE IT HAPPEN!**