

Facial in a big Party!

HAD THIS FABULOUS IDEA...I SHARED IT WITH MY NEXT OFFSPRING SALES DIRECTOR, DEBBIE NELSON, AND SHE RAN WITH IT....READ HER SUCCESS BELOW!!!

Here is the idea;

1. Book a FACIAL IN A BAG PARTY with your best customers!
2. They can have as many as 50....participate!!!
3. They call their friends and family and ask their permission for their Mary Kay Consultant to mail them a brochure and a facial in a bag to try in the comfort of their home. You will want to coach your hostess to tell her friends how long she has been using the products and how much she loves the results she has had from them!!! She will also ask their permission for you to call them within a couple of days of receiving their samples to get their honest opinion!
- YOU CAN OFFER EVERYONE THAT TRIES A FACIAL IN A BAG A FREE GIFT...BUT MAKE SURE THAT IT LOOKS LIKE THE GIFT COMES FROM THEIR FRIEND...AND NOT YOU!!!! For example \$10 off any set they may choose to purchase...as a thank you gift from _____, the hostess!!!**
4. She finds out their skin tone, their skin type, and what glamour colors they love to wear.
5. She sends you her list and you mail a very SIMPLE facial in a bag....Time Wise Cleanser, Moisturizer, Microderm, Firming Eye Cream, 1-2 Foundation Samples, and a couple of Look Cards to try.
6. You mail the samples out; include a letter with an explanation of how to use their samples, and a deadline. Let them know you will be calling to get their honest opinion and tell them about their FREE GIFT or GIFT CERTIFICATE from their friend!
7. FOLLOW UP! See how they liked the products...ask for an order like you would do at a class...after looking through the brochure and trying the samples, which set/s would work the best for you?

NOW YOU HAVE A CUSTOMER! PUT HER ON YOUR PCP LIST!!! BOOK HER FOR HER 2ND FACIAL TO SHARE WITH FRIENDS AND GET SOME OF THE PRODUCTS THAT SHE DIDN'T ORDER WITH HER HOSTESS CREDIT!!! LET ME KNOW WHAT YOU THINK ABOUT THIS ADDITIONAL WAY TO MARKET YOUR PRODUCTS!!! and be sure to read Debbie's story below. Also put a pencil to the numbers. Figure out how much each sample bag costs you, then....BEST CASE SCENARIO, OF COURSE...if a client ordered everything you sent her in sample form, figure out what your sales would be!!!

SET A GOAL TO BOOK _____ FACIAL IN A BAG PARTIES!!! AND LET ME KNOW YOUR GOAL! ORDER THOSE SAMPLES NOW!!!

Love to you all!!!

Kaye