

Mary Kay Summer 2011—Show & Sell

By Sales Director Gina Shetzer

In order to sell our products at your maximum potential, you must be willing to show our products. Here's an easy & effective way to show & sell the Summer 2011 products at your appointments, parties, on-the-go's, & while you're on the run.

Get Prepared to Show & Sell



1. Collect supplies & assemble your show & sell bag. You will need: Quick Zip, Black Mesh or Pedicure Set Bag, Look Book, sales tickets (5 @ a time), pen, cotton pads (5 @ a time), either the travel size oil free eye makeup remover or the full size, shadow & line eye duo pencils, ltd tinted lip balms, black lash love mascara, Tranquil waters gel & fragrance pen, pedi set soak **or** balm, small spray bottle with water in it, and beauty blotters. (See photo 1.)
2. Apply "Try Me" labels to the demo items in your bag. Be sure to apply them to the lid of the Tranquil waters pencil because you will be sharpening it & the try me labels will just get in the way of sharpening or cover the name of the product. (Labels are under Misc on Education tab of ginashetzer.com)
3. Assemble the items in your bag. There is not a right or wrong way to fill your bag. Every time I put the products back in after showing to a client, they are usually in a different position. You will need to fold your Look Book in half for it to fit. (See photo 2, 3, 4 & 5.)



Now it's time to Show & Sell!

1. Pull out the Look Book & a sales ticket. Turn to page 13. (Turn the corner down to locate faster.) On the **back** of the sales ticket start making her "wish list." Write "Like" and "Love" across the top and list the products she likes and loves. This helps her make a decision on her purchase later.
4. While on pg. 13, take out the **Shadow & Line Eye Duo** pencils and draw a line of shadow and immediately smudging the second half of the line to show her how to decrease the intensity. If you let it dry before trying to smudge the shadow, it will not move! Then follow with the liner. No need really to smudge the liner. Lining the back of her hand allows her to see what the colors look like on her skin tone. No one is as lily white as the pages in the Look Book. Continue wish list. (See photo 6.) **SUPER important note, CLICK it to CLOSE it** or they dry out.
5. Pull out the **Ltd. Ed. Lip Balms** and place flat on her hand and twist. It makes a cute circle on her hand. Write down the colors she likes/loves.
6. Turn to page 15 in the Look Book. Show her the **Eye Bundle** for her. Romance these as great gifts.
7. Turn to pg 5. Show her the new **Love Lash Mascara**. Highlight the "Amazing Results" section. Flip to pg 6/7. Show her that she can get a FREE eye lash curler with 3 replacement pads when she buys the **Lashes Love It! Bundle**. (DO NOT miss this sale because she want a different mascara or different color. My customers can have any mascara & any color they want in this bundle for \$30 to get the curler.) Remind her mascara should be replaced every 3 months and tell her about your mascara club or auto delivery services for mascara. (Get her credit/debit card info for the auto delivery club. Store her credit/debit card info in ProPay. See ProPay.com for the details on storing card info.)
6. When you have gone through all the color items in your bag, take out the **Oil-Free Eye Makeup Remover** and one cotton pad. Shake the eye makeup remover while you're telling her the benefits of the eye makeup remover. Put a small amount on the pad and hand it to her to clean the back of her hand. If she doesn't already own this, she'll most likely buy it today. She'll be amazed!!
7. If your client has Normal, Combo, or Oily skin, pull out 1 **Beauty Blotter** and hand it to her. Instruct her to press it on her forehead or nose, whichever looks oilier or wet. Explain to her these are 100% linen tissues that absorb the excess oil and moisture from her face leaving her makeup looking freshly applied. Be sure to tell her to press on and pull off, no rubbing. (Our Beauty Blotters are oil-free unlike many X-brand oil absorbing tissues out there.) If she's super oily, talk to her about the 8 hour oil absorbing benefits of our Oil Mattifier.
8. Turn to pg 23. Show her the **Pedicure Set** in the book and allow her to smell the Soak. Romance this for great summer sandal feet and for gifts. (If you have nail colors, add them in your Show & Sell bag. Makes an easy additional sale with the Pedi set.)
9. Hand her the **Tranquil Waters Fragrance Pen** and allow her to smell it or apply it to her wrists if she'd like. If she likes the scent, take your spray bottle and spray one of her forearms **just once**. Take a very small amount of the **Tranquil Waters Body Gel**, 1/2 the size of a pea—a little goes a long way, and apply it to her arm where you sprayed the water. Instruct her to rub the gel into her arm. While she's doing that, explain to her that before she gets out of the tub or shower **while she's still wet** to take the gel, rub it in her hands and pat her body all over. Then go back and rub it all in. If she's still damp, to **pat** dry with a towel. This makes the skin feel silky and soft. If you apply the gel to dry skin, it's very sticky and she will not like it.
10. Tear off the back sheet of the sales ticket, turn the sales ticket over to the order side and take her order. Using her wish list as your guide, **ask her what she'd like today**. Suggest additional products that make sense to this purchase. (eye & lip Primer, eye & lip liner, mascara, additional powder shadows to mix with pencils, cheek color to round out the look, gloss, etc.)

You will want to have additional sales tickets and round cotton pads in your car. Also carry the full size items in your insulated bags or coolers in your car for immediate delivery. If you over sell your inventory, immediately upon arriving home, process a Customer Direct Ship order for her so she is not waiting long for her products.

Feel free to add any additional items to your Show & Sell bag. If it fits, go for it. Some ideas would be ANY Ltd. Ed. items you may have from previous Look Books or any regular line item that will help you increase your sale. (For example: Weekenders, Illuminators, Metro Chic, Fragrance Wands, Primers, etc. **IF YOU SHOW IT, YOU'LL SELL IT!**)

* Try Me labels can be found on the Education page under Misc on www.ginashetzer.com.