

# POWER

# SELLING

# plan

DO YOU WANT *great* SALE? ABSOLUTELY!

"Nothing happens until someone sells something." - Mary Kay Ash

Everything from great customer service to product delivery, we are going to cover a ton of great ideas & tools for selling.

WE WILL TAKE YOU THROUGH THE FOLLOWING 3 STEPS...

*step 1*  
PREPARE

*step 2*  
SELL

*step 3*  
RETAIN

WHAT'S

*Included?*

- We have included simple **SCRIPTS**
- **TRACKING**... know your customers
- **TIPS & IDEAS** to coach your way to success!



Using a 1-10 scale, 10 being the highest, rate yourself on the following:

I want to create a steady income:	1	2	3	4	5	6	7	8	9	10
My business needs a boost:	1	2	3	4	5	6	7	8	9	10
My family supports my goals:	1	2	3	4	5	6	7	8	9	10
I lead by example:	1	2	3	4	5	6	7	8	9	10
I am willingable to commit to my goals:	1	2	3	4	5	6	7	8	9	10
My commitment to my business:	1	2	3	4	5	6	7	8	9	10
I personally use and love the products:	1	2	3	4	5	6	7	8	9	10
I believe I can achieve my goals:	1	2	3	4	5	6	7	8	9	10
I understand the Star Program:	1	2	3	4	5	6	7	8	9	10

Where do your answers fall? If they are 4 or lower - those may be areas you want to strengthen. Of course this is not a perfect analysis and only your results matter. It does give you an overview of where you may stand on your desire and belief in yourself - both are beneficial to your success.

# KNOW YOUR *numbers*

You're ready to go, you're committed, believe in yourself and you are ready to rock. Now what? Well you first need to know what you're going for - in **NUMBERS**. Customers, that is. Use the formula below to find your numbers.

*symbols:*

÷  
Divide

-  
Minus

=  
Equals

Total wholesale orders in a typical 3-month period:  1

÷

Current # of re-ordering customers:  2

=

Average \$ order per customer in a typical 3-month period:  3

Your new 3-month goal (total wholesale):  4

-

Enter answer from box 1 above:  5

=

Additional wholesale per quarter to reach your desired level:  6

÷

Enter answer from box 3 above:  7

=

*star levels:*

1,800  
Sapphire

2,400  
Ruby

3,000  
Diamond

3,600  
Emerald

4,800+  
Pearl

8

**YOUR GOAL!**

This example of knowing your numbers comes from Queen of Sales - Seminar 2010 & **TOP 20**, 10 years in a row, Linda Perry - in her own words...{subject to change}

"I have about 200 to 225 regular customers consistently ordering staple products like skin care, supplements, mascara, eye makeup remover etc...it averages out to about \$550 per customer per year."



## PREPARE FOR *success*

Focus on your customer number - that's the number you want to grow to achieve your goal. Memorize it and "Go for it"!

You might consider the following when preparing:

- Know your booking and referral scripts
- Know your Product {use it, show it, have people ask you common ?s}
- Be Party Ready {use a packing list, repack/have someone repack after each party}
- Scheduled Booking, Party, Delivery time {weekly plan sheet}
- Use the PCP {and follow up}
- Have Brochures on hand
- Create an Email Distribution list {nice email signature}
- Professional Voicemail
- Attend as many Unit/Area/Corp. Events as possible
- Have a system for Customers {paper, computer or with the MyCustomers+ App}
- Hostess Plan in place
- Party Plan/s in place {contests, prizes, games, etc..}
- Professional Image {dress, makeup, hair, etc..}

Most of your customers will likely come from Parties, so you want to schedule/hold as many as your time will allow. You will also want to explore other options as well {online parties, silent hostesses, open houses, fun packs, etc..}

A great way to up your bookings from parties is to make them "so much **FUN**" - you want people winning prizes, enjoying themselves and feeling a part of the event. There are themes and ice-breakers you can use. You may do a "New Year, New You" in January, or do something crazy like "Dress Up a Banana," each guest must bring a banana dressed up in some way, the best wins a prize, and the Hostess serves banana splits for her treat at the end of the show. Another idea is a "Favorite PJ's Show" - everyone has to bring one of their favorite PJ's in a brown bag - at some point during the show, you will pull out different PJ's and everyone tries to guess who's they are. It can be hilarious to see everyone's reactions. The person who guesses the most right gets a **FUN** prize. Be creative and have fun. The more fun you create, the more people will book.

# SYSTEMS FOR *success*

Systems... Say WHAT???? Yes, to build substantial income in any business you need systems. Be it sales, inventory, team building or customer satisfaction, there are systems you use everyday. Giving them a bit of attention and planning up front can sometimes make or break a company. So let's be sure you have yours in tiptop shape. {Not all may apply}

*Inventory* – Do you have a designated place for your store? Are you happy with it? A simple shelving unit in a closet may make a huge difference in how organized and prepared you are. Do you have enough inventory? If you always forget what you need to order, keep a small clipboard hanging near your inventory to jot it down before you have a chance to forget.

*Supplies* – Are you constantly running out of supplies? Pick up or order several months' worth at a time. Same applies with the clipboard. Jot down supplies when you are getting low or need to reorder, not when you're completely out.

*Scripts* – Find the ones that work and stick with them. Practice on family and friends first, then begin using them with future customers and referrals. You will want a booking script and a referral script. If you work with Brides, use Facial in-a-bag or Facial boxes. You will want scripts for them as well.

*Customers* – Find a comfortable and effective Customer Information system that works for you...It may be as simple as filing their sales slip or you may prefer to use something online or on a computer - whatever it is, be comfortable with it and stick with it.

*Communication* – Stay connected yet keep it simple. Try to get email addresses and permission to share ideas/tips/special offers. Be sure to use the bcc field when emailing groups of people to protect their privacy.

*Company Tools* – The company provides many tools for your success. Everything from your personal website, party and team building apps, to inventory management. Be sure to take advantage of all the tools available to you.

*Customer Service Tips* – Have 2 open houses per year - Spring & Fall are great times. You'll want to keep it the same week of the same month every year. It trains your customers to watch for it. Customer service begins with a schedule: It's important that you make a decision on how often you will reach out to your customers and stick to it! Twice a year, once a quarter, once a month - decide once and stick with it long term. Thank your hostess, thank the guests that purchased, thank the guest that came but didn't, thank the interview prospects. What you put out there will come back to you 10-fold. Every customer should be on the PCP.

*Follow up* – Customers who have purchased products from you but have not been followed up within a 6 month time period will feel free to shop elsewhere. In building your customer number - retention is key, so be sure you're providing them with "over & above" customer service.

*Delivery* – Set up a delivery schedule: If you have a consumable product, you will have reorders as time goes on - when your customers call you with an order, offer them at least 2 different delivery times - if that won't work, offer to drop it in the mail. Run your business; don't let your customers' orders run you! Choose in advance when your delivery days are - they will respect that. Go the **EXTRA MILE**: When making deliveries or sending anything through the mail, make it look important. Wrap it, use a sticker to close the package, wrap up a free gift in tissue, use ribbon or netting. Include some chocolate or mints. Consider using a balloon/s when you are making a delivery in person. You want others to see the service your customers are getting.

*Birthday Club* – Send hand-written birthday cards to each of your customers the first week of their birthday month. Offer them a discount for the entire month or offer to stop by with a special gift for them. When you call them be sure you wish them a Happy Birthday, and let them know you have a special gift for them - ask when would be a good time to stop over.

## SHARE YOUR *goals*

There is power in sharing your goals and even more power when you can get others to help you work towards them - knowing what to say helps! As they don't know what a Pearl Star is, and may not care to hear all the details on star credits. What they do understand is #'s of new faces, helping you with your portfolio, # of surveys completed, etc...

You might like to share your **ULTIMATE** goal with your family/friends/customers - like... "I'm working really hard towards 100 new customers this year, and you'd really be doing me a huge/gigantic favor by..."

You want the people around you to buy into your Goal - and don't be afraid to use bribery or incentives for their help or support :)

Have a great referral program - one that excites everyone {if you need to ask your current customers what excites them - cash, product, prizes, movie tickets, etc...}. Be sure to share it with all of your current customers. And always ask for referrals.

Share your goals with your team, work together, share ideas and maybe even find yourself a power partner.

You might consider sending a monthly or quarterly email to your list/s (limit each list to around 80 people). You might include some **FUN** ideas, application tips, trends, maybe a neat quote, recipe, or mommy tips along with a special offer and some recognition {new team members, new customers, hostesses, people who referred you, those who tried a new product or have a birthday coming, etc...}. Maybe you know of something **FUN** happening locally or a fun picture to share. You can include a "feel free to share with your friends" and a "want the fun to arrive in your inbox - click here to let me know" {and link to your email address}. The object is to stay connected with them and provide valuable information and recognition. Keep it short and sweet - and not too often. Some will ask to be removed, and some may pass it on.

Share belief...Share a dream...Share the excitement...Share what matters!

# ACTION

Now it's time for action. You've set and shared your goals, put systems into place and now it's all about the activity. Booking, booking, and more booking. You want to wear those scripts out. Here's what a consistent top selling consultant Linda Perry had to say when asked how she obtains new customers...{subject to change}

"On New customers....my goal is a Power Start every month, so it is at least 30 new faces {on the low side}, one of my biggest months I had over 100 new.

My Number 1 way to get new customers is through my customers! :) When they have a makeover with me, I always make sure to book her for her follow up makeover and invite 3 to 5 new friends to join her.....thus new customers!

Outside of that I do warm chatter by handing out my business card along with a look book to people when I'm out and about. Usually it is to people I'm already in conversation with...clerks at the store, waitresses, or someone who is helping me in a store. I also am involved in doing booths at events, I'm involved with my local chamber of commerce, and I always ask for referrals!

All in all I have around 500 customers currently, but as I said around 200-225 order regularly and the others order here and there. So I do a lot of reorders and average about 3 classes/parties a week"

Linda has been in the top 20 Court of Sales for 12 straight years.

Thank you, Linda! May it come back to you 10-fold!

Book yourself silly - make your Parties the "talk of the town"  
and always **ASK** for referrals.  
Share your goals, track your progress and focus on the numbers.

Produce the activity that gives you results and see it through to the end. So long as you are moving in the right direction - you will get there. Here's a few things that may help you stay focused and persevere through any negativity or obstacles you encounter during your journey.

- Daily Affirmations - include specifics, i.e. - I am a **PEARL** Star
- Goal Poster - include your prize/car selection and customer goal number
- Get Help - if you have little ones, show them how to help pack/file
- Rest - be sure to schedule regular down time/family time
- Reward - reward yourself/others at selected milestones
- Renew - recommit if you feel your goal being pushed to the side
- Positivity - combat negativity with activity, i.e. - a booking, sell something
- Flexibility - don't be so rigid that a small bend in plans breaks you
- Know **WHY?** - have a clear picture in your mind **WHY** you want/need this
- Believe - if you believe it, you can achieve it
- **FUN** - make everything **FUN**, and it will seem a lot less like work
- Support - surround yourself with people who believe in you

Use the checklist below on the 1st of each month - schedule it in your planner right now!  
This will help you keep your focus and make sure your systems are still working properly.

- I know my **NUMBER**, have my goal memorized
- Prepared for Success: Know all scripts, Know Product, Party Ready, Scheduled Booking, Party, Delivery times, Use the PCP (and follow up), Have Brochures, Email Distribution list/s, Professional Voicemail, Attend Unit/Area/Corp. Events, System for Customer Info, Hostess Plan in place, Party Plan/s in place, Professional Image
- Systems in Place: Inventory, Supplies, Scripts, Customer Information, Communication, Customer Service. Follow-up, Delivery, Birthday Club
- Sharing my Goals
- Staying Connected to my Contacts, Customers & Team
- New Bookings/Holding Parties
- I have the following in place to stay strong in the game: Daily Affirmations, Goal Poster, Help, Rest, Rewarding Yourself, Renew, Positivity, Flexibility, My **WHY**, Believe, **FUN**, Support
- I am duplicating success with action for my new team members
- I am focused on my goal and am excited about it

Effective selling comes from the application of a set  
of *skills* and *behavior* that anyone can learn

Thank you NSD Best Vernon

**Assume the sale.** “Don’t you love the way your face feels? This is after just **ONE** application. Can you imagine how it will feel after a week, after a month?” You’re assuming she is going home with it.

**Use “WHEN”,** don’t say “if.” “You get this at 50% **WHEN** you do this...” “**WHEN** we get back together for your second appointment we will customize your color look.”

**Give choices, but make sure both of them are good.** “Would you like just one cleanser or would you like two, one for the shower and one for the sink?” “Would you like to take care of this with VISA, Mastercard or Discover, or would you like to take care of it with a check?”

**“Don’t you agree”** is a great phrase to use. “We all love a bargain, don’t you agree?”

**Say her name** as many times as you can throughout the interview and throughout the class. It does make a difference.

**Get them involved in the process.** At the class while they’re trying the products have them advise their friends as to how their skin looks, the colors.

**Paint them into the picture** with words like “can you see.” “Can you see the look on your husband’s face when you pick up your first car?” “Can you see how the extra dollars from one class can help pay the bills at your house?” “Can you see how doing a Mary Kay business can give you more time for your family?” Paint them into the picture.

**READ their buying signals.** Watch their reaction to the product. What gets her excited? Where does she ask the most questions? Where does she seem the most interested? Be a good listener. What is in it for them?

**Don’t stop selling until she stops buying.** “Would you like an eye pencil to go with those eye shadows?” “Would you like a lip liner to go with that lipstick?” “Would you like the compact to go with those?” Use the **PREFERRED CUSTOMER PROGRAM**. You don’t have to wait for the PCP to come out. If your customer has already taken advantage of that or you have a new customer who hasn’t had a chance to get in on the first mailing, you can have your own Preferred Customer Program. With every \$40 purchase they get something free! That can be something on your shelf that you want to move, a section 2 mini, or anything else you want. When they call for a cleanser - “You know what, I’ve got a special this week. With two skin care items, you get the third at half price - What else are you needing?”



**Be in control.** Know your products. Act like an authority without being arrogant. You are the expert. You don't have to memorize the product guide. If you are using the product and if you know where to find the answers you are going to be just fine. And, it is always a good idea to look up the answers before you call your director.

**Ask questions to get things started.** "What do you currently use?" "What would you change about your skin if you could?" "What do you like best about your job?" "What would you change about your job if you could?" Ask her questions to get her interest.

**When you are working with someone, do not be distracted by anything.** Mary Kay has always taught us to look in their right eye and give them your full attention.

**Always offer sets.** When you are selling items, lipstick here, eye shadow there, it will take a lot of work. But when you sell sets you will make a lot more money in less time.

**Carry samples with you everywhere.** TimeWise samples, Look cards.

**Deliveries.** Just pick one day or two a week. Unless you just happen to be driving by their house on the way to somewhere. Let her know...if she needs it before that, you can either mail it to her or she could pick it up. If at delivery you are going to just give the product to someone other than the customer at her house, then you might be better off just mailing the product to her. If you are not going to have customer-contact on that delivery it might not be worth it to deliver it to her. When you are face to face with your customer you have the opportunity to **DOUBLE** the sale or set up an interview.

**Do something for your business every single day.** You **OWN** your business. What does a smart retailer do if something isn't selling in their store - they put it where customers will see it - up front at the check-out counter. Get it out front where they can see it. Talk about it - let them hear about it.

**In closing your sale, ASSUME** the close. Don't ask **IF**, but "Will that be check or credit card?" "I recommend the \_\_\_ for you. Do you need some \_\_\_, too?" You'll find that happening at the counter a lot. "Do you need a pen?" "Would you like the \_\_\_, the \_\_\_, or just the \_\_\_?" or the Compromise close - "Well, let's at least start with your \_\_\_."

**Be Direct with your customers.** "I would love to have you as my customer." "I would love to have you on my team." Tell them.

Use the product, get excited, have fun, set your goal, expect the best and great things will happen for you as you build your business.  
Believe in the product, believe in the business, believe in yourself.



# Overcoming **SELLING OBJECTIONS**

## **"I DON'T HAVE THE MONEY"**

I understand, and there is no reason why we can't work out a way for you to get whatever you need...I have a payment plan, and I take all major Credit Cards. I also have some **GREAT** Hostess Reward Programs and if you get together with some friends you could get your Product **FREE!**

## **I JUST BOUGHT "BRAND X"**

I understand and that is not a problem, but may I offer a suggestion? Great! Why not finish up what you have and if you'd like, I'll call you in a few weeks and you can replace what you bought with MK...and we will go ahead and schedule your next experience and try new look and to do your "before & after" picture. Doesn't that sound like fun? When is better for you....this week or next?

## **"I HAVE TO CHECK WITH MY HUSBAND 1ST"**

I understand how you feel. In our family there are some buying decisions my husband makes without me...like what type of lawnmower to buy, etc. What do you think about getting what you **NEED** now and then talk to him about the extras if he agrees...how does that sound?

## **"I DON'T THINK I WOULD REALLY USE IT"**

I know how you feel. Before I started Mary Kay, I felt the same way, but do you know what I found? I learned that taking a little extra time for myself and getting into a routine was good for me. Just like a good night's sleep, good diet and exercise, my skin care routine keeps me balanced and feeling good about myself. Let's go over the steps again, and I'll show you how little time it really takes.

Take the time to learn to respond to routine objections. Women **WANT** to Buy, but hate to be sold. Sometimes I wanted to buy something but just needed to give myself permission. Learn to listen and respond using these scripts, and you will not have a problem in this area.

# 101 WAYS TO *work* YOUR BUSINESS!

- 1 Invest in a Mary Kay Website. Then Advertise it!
- 2 Advertise in your church bulletin.
- 3 Send a catalog to a coworker that has moved.
- 4 Include a Business Card or flyer with your bill payments.
- 5 Post a catalog in the teacher's lounge at your child's school.
- 6 Post a catalog in the employee lunch room.
- 7 Place up flyers in apartment laundry rooms.
- 8 Have a get to know you party with your neighbor's.
- 9 Advertise in your alumni newsletter and/or local newspaper.
- 10 Give a catalog to the receptionist at your doctor's or dentist's office.
- 11 Ask your hairdresser to place your business cards at her station.
- 12 Leave your business cards on bulletin boards/in local businesses.
- 13 Put current catalog or business cards & coupon in your neighbor's door.
- 14 When flying, place brochures in the pocket seat with your phone number only.
- 15 Place current and prospective clients on the company PCP program.
- 16 When visiting out of town family bring Mary Kay samples and books.
- 17 Host an office party or brunch.
- 18 Host a show before or during a PTA meeting.
- 19 Mail out samples, catalogs and a wish list.
- 20 Advertise at pre-schools for the working mom.
- 21 If taking the train, leave brochures with your phone #.
- 22 Have an answering machine and have it state your business.
- 23 Have your husband or significant order promote @ work.
- 24 When sending emails have your website within your signature.
- 25 Wear your Mary Kay pin.
- 26 Have a display at job fairs.
- 27 Set up a display at a mall.
- 28 Set up a display at a craft fair.
- 29 Hold a Christmas Shopping Show for men {or Mother's Day}
- 30 Use Mary Kay checks on your personnel account.
- 31 Ask friends to have a show.
- 32 Contact local school cheerleading squad coaches.
- 33 Encourage frequent customers to regularly plan shows.
- 34 Encourage relatives to book an experience.
- 35 Build a before & after Portfolio
- 36 Ask past hostesses at shows to talk about their free products.
- 37 Remember the 3ft rule, hand your business card out to anyone that is in 3 feet of you.
- 38 Send an email to customers w/ the monthly & hostess specials.
- 39 Contact local church youth groups to contact girl nights {churches usually buy gifts up front for girls attending}
- 40 Get a list from Welcome Wagon. New people may be looking for a consultant or a new job in this area.
- 41 Give out your business card to anyone that helps you.
- 42 Give products as gifts or donations.
- 43 Go to local dance schools to set up displays or advertise.
- 44 Go to motivational seminars and network.
- 45 Contact schools and see if they have advertising within their parent newsletters to off set cost.
- 46 Place ad's in the local high schools newsletters giving specials for prom, winter ball, etc makeovers.
- 47 Host your own show. Could even be a fundraiser for your favorite charity
- 48 Do a silent hostess program with an out of town friend or relative.
- 49 Always have samples to pass out
- 50 Set up Lead Boxes in Businesses.
- 51 Go to health spas (most have vendors come in once a month)
- 52 Go to hotels and offer the staff a quick make-over on their breaks
- 53 Leave your brochures in doctor, dentist, beauty salons.
- 54 Join your Chamber of Commerce.
- 55 Contact your local Girl Scouts.
- 56 Get brides out of the newspaper.
- 57 Offer a Christmas wish list to your guest & then call the gift giver and tell him or her what the guest wants.
- 58 If you live near where the Airlines Headquarters are contact them in regards to doing glamour training with flight attendants.
- 59 Display at health fairs connected within corporations, this is a great way to show skin care and sun products.
- 60 Call local hospitals and offer to do pampering sessions in the break room during nurse appreciation week.
- 61 Birthday Leads
- 62 New Mom's
- 63 Go to bridal fairs.
- 64 Do a Fragrance Survey
- 65 Leave your business card with your tip for the waiter.
- 66 Call past hostesses and ask for referrals give an incentive.
- 67 Do appreciation days at places of business.
- 68 Take a Satin Hands recipe to every potluck.
- 69 Set up display tables with drawings in clothing stores.
- 70 Send a catalog to your Tupperware, Discovery Toys, etc. reps or exchange shows.
- 71 Contact local businesses to be the vendor to supply gifts to their best clients.
- 72 Call your Realtor with suggestion of Mary Kay new home gift packages.
- 73 Ladies Clubs.
- 74 Have a booth at a school fair.
- 75 Play Tic-Tac-Toe.
- 76 Girl Parties.
- 77 Follow through on every booking lead.
- 78 Go to local hospitals and give out samples to Nurses.
- 79 Bring goodie bags to bank tellers.
- 80 Professional Women
- 81 Do Foundation Surveys.
- 82 Hold a Facebook Party.
- 83 Hold an open house.
- 84 Have a Referral Club
- 85 Random mailings. Open a phone book and randomly choose businesses or residences in the area.
- 86 Ask your manicurist if you can place business cards at her station.
- 87 Ask friends, family or clients to place your brochures within their break rooms.
- 88 Have you and your family members wear MK T-shirts or sweatshirts.
- 89 Put an ask me about Mary Kay button on your purse or coat.
- 90 Give a client, friend or relative 10 brochures to pass on to others.
- 91 Conduct Skin Care Surveys
- 92 Bring flyers with gift ideas to local firehouses
- 93 Set up in a Bridal Shop
- 94 Offer a bridal registry
- 95 Do Lipstick Surveys
- 96 Referral by Friend
- 97 Put the MK logo on your car.
- 98 Do a joint open house with other in home business.
- 99 Do a fishbowl drawing in local businesses.
- 100 Brochures placed in Bridal Shops.

101 ASK, ASK ASK.....THEN ASK SOME MORE!!

# WHAT'S IN YOUR *bag?*



Many consultants find that they sell what they use, which make perfect sense. You know how to use the product, order of application and the benefits of each. Giving you confidence, knowledge, and excitement when selling!

You deserve success right away, and it starts with **YOU!**

*Step 1:* Toss out all other brands in your cosmetic and skin care wardrobe! Could you imagine someone asking you what shade your eye color is and having to tell them it's brand "X"? So be true to your business - and go all the way!

*Step 2:* Look at the product list on the left, check off any you are currently using. Then grab a copy of the current Look Book and go shopping for any unchecked items. Use the form below for your color selections and items not listed.

Foundation:	Eye Colors:	Lip Colors:
Powder:	1.	1.
Concealer:	2.	2.
Cheek Colors:	3.	3.
1.	4.	Lip Gloss Colors:
2.	5.	1.
3.	6.	2.
Bronzer:	Eyeliner Colors:	3.
Brow:	1.	Lip Liner Colors:
Mascara:	2.	1.
Fragrance:	3.	2.
Need Brush Set:      YES      NO	Need Skininvigorate:      YES      NO	3.

## My TRAVEL ROLL UP BAG

### POCKET 1

- Cleanser
- Moisturizer
- Foundation
- Concealer

### POCKET 2

- Eye Primer
- Makeup Remover
- Microdermabrasion+ Set
- Serum + C
- Tone Correcting Serum

### POCKET 3

- Compact
- 3 Eye Colors
- Lip Color
- Mascara
- Brow Pencil
- Finishing Spray
- Powder
- Bronzer
- Cheek Color
- Gloss
- Liner
- Brushes
- Lash Primer
- Blotters and/or Mattifier

### POCKET 4

- Satin Hands Set
- 2-in-1 Body Wash
- Sun Care Items
- Toning Lotion/Cellulite Gel
- Sat Lips Set