

**NO TRICKS**



# TREAT YOURSELF TO SALES



## Grow Your Team and Increase Your Sales With These Ideas Below:

### FREE "MASK"ARA PROMOTION:

Offer your customers a FREE 'Mask'ara when they book a party or appointment with you.

### DRESS UP NIGHT:

Host a 'Ghouls' night filled with costumes and FREE samples of the new Fall Products.

### HOST A HALLOWEEN HAUNTED OPEN HOUSE:

Have an Open House and offer makeovers and FREE samples. Offer a FREE Product to those who bring a friend, and special discounts to those who attend.

### COBWEBS AND COSMETICS:

Teach a Class focusing on makeup 'Tricks' and how to apply color without looking 'Scary'. Color can be 'Tricky' sometimes, so host a class showing how to apply color with a fun Halloween theme.

### HOST A COSMETIC GRAVEYARD PARTY:

Offer your customers discounts when they 'trash' competitor cosmetics into your graveyard. The more they trash the more they save! For Example - Trash 1 to 2 items and save 10% on Mary Kay items similar to what they trashed.

### HALLOWEEN NIGHT QUEEN:

Be the 'Queen of Halloween Night' and offer to do makeup for those who want to dress up on Halloween. Showcase the new Mary Kay Fall Products.



### HALLOWEEN TREAT BAG WITH INSERTS:

Create a coupon for a complimentary Mary Kay Makeover and put the coupon in a Treat Bag with your Business Card, a FREE Sample of a Product, and a sweet treat. Hand these out to anyone you see throughout your day.

### TRICK OR TREAT SALE:

Offer special discounts during this Fall season. For example - A sale on the 'Mask' products or Buy One item and Get One half off.

**TIPS FOR A SUCCESSFUL MARY KAY FALL SEASON**

