

5 Ways of Selling

Objective: To give consultants more than one way of selling. Tell them the advantages of incorporating all types of selling into their business. Show them how the alternative ways of selling can work into their everyday life and help increase their sales and customer base which they can recruit from as well.

1. Tell them the 5 ways of selling promoted by the company and then go into detail on each.

1. On the Face 2. On the Go 3. On Paper 4. Online
5. On with the show

2. On the Face: Any method you choose to spend time with your customer face-to-face, letting her try the products. This includes Facials, Parties, or Skin Care Classes.

3. On the Go Appointments: A quick 15 minute appointment that uses products designed to tempt. Can be held at your customer's home, office, or anywhere you decide. You create a set of products that compliment each other for the customer to try. (must keep appt. to 15 minutes so that you can book another on-the-go appointment in the future.

a. Give examples of item to show in an on-the-go appointment
(Examples: LIPS, Satin lips, lip enhancer, plus: lip liner, lip color, and lip gloss samples for her to try. Have the actual products displayed for her as well)

(Create other examples to cover. New Product promotions, Spa products, Fragrance products, Velocity, etc)

b. Discuss that the On-the-Go appointment has 3 steps

i. Opening- Ask customer to tell a little about herself

ii. The Body- show and demonstrate the products

iii. The Close- Ask for her opinion of the product and sell her.

c. Always ask for referrals!!!

d. Promote use of Sweepstakes and Contests to provide a reason to contact your customer and compliment the On-the-Go selling approach.

4. On Paper: Includes the Preferred customer program and selling brochures like the look book. Discuss how the Preferred customer program works. You may also want to discuss the Silent Hostess program.

5. Online: Cover Mary Kay personal website program and easy ways to market your website. (Examples: Put website address on

business cards and recorder labels. Send a note to customers telling them about the website. Encourage them to visit the website by offering an incentive like a discount or free product for referrals to your site. Sending an e-mail with your website link and asking them to save it in their favorites.

6. On With the Show: Alternative product presentations like Trunk Shows, Product Collection Previews, Beauty Boutiques, Spa Nights and other creative, festive and fun-filled group selling situations.