

Product Knowledge

Objective: Talk about the products we offer. Have a brochure with you so you can go down the product lists. Once again stress the importance of having inventory versus stocking the store as you go.

1. Start with Basic Skin Care – TimeWise and Classic Basic. Talk briefly about each one.
2. Talk about skin supplements. Talk about what each one does.
3. Color: Talk about the most popular sellers, and what you want to have on hand.
4. Nail Products: Talk about what they do.
5. Spa Products: Talk about what they do.
6. Fragrance

This short list will take the hour. Be prepared to answer questions.