

Facial in a Bag Survey Notes

from Consultant Kathy Johnson

I am so psyched about this...there's so many places/people that this will open contact with. Busy people only have time for what they want to make time for...this approach allows the potential customer to try something on their own and then they decide to make the time for themselves!! The "I" personality in the bunch schedules the party and gets her product for a discount or free! As I mentioned, I did not previously approach this woman...as much as I try not to prejudge, we sometimes don't approach everyone...for whatever reason. This gave me the impetus to ask everyone and follow up.

I did 10 "facials" since Thursday night with this survey. I used the company's Miracle set sampler card (they're on the misc. discontinued on the order forms) it's great, but you don't have to have it...you just need to package the cleanser/moisturizer with the day/night solution. (Add microdermabrasion or firming eye cream to some of them) Have them fill out the questionnaire and follow up with them.

What I did was tell them that I was trying to finish 15 faces before seminar (**need to have a close deadline**)...if they try it and fill out the questionnaire, I can count them as facials. THEY WERE ALL SO WILLING TO HELP! I did let those with a consultant do one, because they also wanted to help, and you're never quite sure how much they're really involved with their consultant...and if she goes out, I'M HERE!!

I got an order today from one of those "facials" for over \$200 (Ultimate Miracle), she placed a Velocity order for her daughter which she forgot to add, and wants me to bring in samples for a full compact!!! **UPDATE: Before the afternoon was over, this new customer decided she couldn't wait for the party on August 7, so I spent about an hour after work with her doing a "real" facial, adding products not included in the Ultimate Miracle set, and SHE SPENT ANOTHER \$200!!! I spoke to her about a mother daughter class so she could get some free product and she said her daughter would "be all over that!" I've never even seen this woman wear foundation, so I never approached her. The "facial in a bag" allowed her to try it on her own, without spending a lot of time with me. When she remembered how much she loved it, she decided she'd make time. Today she told me she used to sell MK when her 16 yr. old daughter was a baby, and now is needing money to pay for her daughters car insurance! A definite possibility to recruit! Another paralegal booked a party for August 7th-all of the secretaries/paralegals/female attorney are looking forward to it... As they return their surveys to me, I give them a coupon (printed on cardstock) as a thank you. I am so excited about this! Hope it works for you. This is a non-threatening way to approach women... and they're not worried you're going to "attack"!