

# Mary Kay Redefining Elegance & Holiday 2011—Show & Sell

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In order to sell products at your maximum potential, you must be willing to show products. Here's an easy & effective way to show & sell the Redefining Elegance & Holiday 2011 products at your appointments, parties, on-the-go's, & while you're on the run.

## Get Prepared to Show & Sell

Collect supplies & assemble your bag. You will need:

- Larger bag from the Cosmetic Bag Trio on Sect 2 under Selling Tools/ Customer Gifts or any bag of your choice
- 2 inch O-ring (from office supply store)
- Look Books
- Sales tickets (5 @ a time)
- Pen
- Cotton pads (5 @ a time)
- Oil-free Eye Makeup Remover
- Full size Age-Fighting Lip Primer
- Full size Satin Lips Set
- Samples of every lip liner & eye liner (1 each in a small bag or group them together with a rubber band.)
- Lip gloss samples (1-3 of ea.) or full size demos you may have. If you are using samples, tear off one of each, punch a whole in the corner and put on the o-ring. Refill as needed.
- You will also need to print page 4 of this document on card stock, cut into 1/4ths and put in your bag.
- Miniature fragrance collection (You

absolutely should open one of these to use as demos to sell fragrance all year.)

- The Redefining Elegance Glamour collection: lip suedes, luxury liners, filigree eye & cheek powders, nail lacquers
- Beauty that Counts Lipsticks
- Holiday Hand Creams
- Travel size Fragrance Free & Peach hand creams (Sect 2.) or full size
- Holiday Lip Balms set
- Sponge tip applicators or Q-tips
- Current Free Gift with Purchase
- Small poly cup or mesh bag with plain, not flavored, coffee beans

**DO NOT WAIT UNTIL YOU HAVE EVERY THING TO PUT THIS BAG INTO PLAY. USE WHAT YOU HAVE & GET STARTED. BUILD IT AS YOU GO IF YOU DON'T HAVE IT ALL.**

As seen on Intouch, we have some exciting formula & color changes coming to our lip gloss, lip liner & eye liner line. NOW is the time to liquidate your current inventory of these items. It is much easier to sell a product that is in the current Look Book. You will want to surely show the following items in this bag if you have these in your

current inventory...Lip Liner in **coral, cinnamon, dusty pink, pink, dark berry, & raspberry**...Lip Gloss in **berry sparkle, bronze bliss, coral rose, gold rush, melon sorbet, pink diamonds, starry, sugarberry, & sweet raisin**... Eye liners in **navy, amethyst, & olive**. The samples for these items are moving to close out in Sept and the products are moving to close out in Dec and will be replaced by awesome new formulas in beautiful shades. The colors that are not listed above will have a formula change so show them as well to make room for the new formulas coming.

There are several regular line items added to this show & sell bag. They are natural compliments to some of the items that are limited.

**Additional items** you may choose to add: **Mascara wand**, Pedi set Foot Soak, coral stone & pink sand nail colors, any other limited item you may have in your inventory you'd like to sell. The Vinyl Lip Shines from the Metro Line are awesome with the Lip Suedes.

Adhere **TRY ME** labels to your demos.

## Get Prepared to Show & Sell

**In the removable mesh bag:** PCP gift, lip balm set, satin lips, lip primer, ring of lip gloss samples or full size lip glosses, small bag with lip & eye liner demos, lip suedes, Beauty that Counts lipsticks, luxury liners, filigree powders & sponge tips or Q-tips.

Put 5 Sales tickets, Look Book and pen in the compartment the mesh bag sits in.



**In the zipper compartment:** Nail lacquers, Holiday hand creams, travel size hand creams, cotton pads, oil free eye makeup remover, mini fragrance bottles & coffee beans. Do not use grounds, they spill and make a mess.



\* Try Me labels can be found on the Education page under Misc on [www.ginashetzer.com](http://www.ginashetzer.com).

## Now it's time to Show & Sell!

Pull out the Look Book & a sales ticket. Turn to page 11 & 12. (Turn the corners down on the pgs you will turn to or add a little flag to locate faster.) On the **back** of the sales ticket start making her "wish list." Write "**Like**" and "**Love**" across the top and list the products she likes and loves. This helps her make a decision on her purchase later.

Pull out the **Nail Lacquers** and tell her these are the on trend shades for the Fall & Holiday season. I always let them try them if they want to. I sell more that way and I also use them for myself.



While on pg. 11 & 12, take out the **Filigree powders**. Open the powders to show her the palette. If she wants to try the colors, YOU take a sponge tip or Q-tip and pick up the colors for her. 2 colors per sponge tip. Give her the sponge tip and she can try them on the back of her hand. You want to **keep these sanitary and only touched once by the same sponge tip** so you can allow your clients to try them on their face if you don't have or run out of the sampler cards. **Don't double dip with the sponge tips. :)**  Be sure to show her how lovely they are in the Compact Mini on pg 12 and show her the other compact options on pg 15. If she's a glamour girl she will do better with the Compact Pro. If she already owns a Compact Pro, she'll love the idea of a Compact Mini to hold her on trend glamour.

With the **Luxury Liners**, draw a squiggle line on the back of her hand to show a line from thick to thin. (Tip: # these alphabetically so when she says she like the 1st & 3rd color, you can see what #1 & 3 are.) Take out your **Eye Liner** demos and line her hand in order by #. If you know she already owns certain shades, you don't need to demo those colors. You want to show her new shades to add to her glamour collection. Apply the liner in ABC order. This will let you know what color is what when she points to the ones she likes.

Take out your **Lip Liner** Demos. (See card & # these alphabetically as well.) Start with #1 & draw a one inch line of each on the back of her other hand. ABC order good idea here too. Smear on a little from each Lip Suede. Hand her your **Lip Gloss** ring and ask her which colors appeal to her the most. Turn to pg 25 to show her the lip gloss colors in the Look Book. Open one and add a little of the color to the lip applicator and smear along one half of the lip liner lines. Point out how lip gloss can change the color of her lip liner and can do the same for lipstick. This allows for lots of color options with a few great liners and glosses over a few great lip stick shades. Turn to pg 32 to show her we have lots of lip products and color choices. By looking here, she may just add a few more lip products to her like/love list. Write everything down she says she likes/loves. Flip to the very last page of the Look Book and show her the **Beauty that Counts** lipsticks on the back of her hand.



Ask her if she is concerned about fine lines and wrinkles around the lip area or with lip products traveling off the lips. If the answer is yes, show her the **Lip Primer** and tell her about the benefits. (See card.)

When you have gone through all the color items in your bag, take out the **Oil-Free Eye Makeup Remover** (see card) and one cotton pad. Shake the eye makeup remover while you're telling her the benefits of the product. Put some on the pad and hand it to her to clean the backs of her hands. If she doesn't already own this, she'll most likely buy it today. She'll be amazed!!

Ask if she's allergic to fragrance, if not, turn to pg. 20. Pull out the **coffee beans** and the **Miniature Fragrances**. Open one at a time and tell her the name and let her smell or try it on. Tell her about any bath gels, lotions, fragrance wands, etc that you may have in your inventory that matches the scent she's currently smelling. Have her smell the coffee beans between each fragrance to neutralize the smells in her nose. If you don't use the **coffee beans**, all of them will start to smell the same and she won't be able to make a decision.

Pull out your **Satin Lips Set** (see card) and **Little Gifts Lip Balm Set**. Tell her about the benefits of Satin Lips. It is ok to use your cards and let her see them too. Women like to see things in print. Open the holiday lip balms and let her smell them. Continue to write down what she likes. It is ok to ask her, "What do you like? Love?" When she buys the balm set or just one of them, suggest to her the lip mask too!

Pull out your **Vanilla Mint, Vanilla Berry, Fragrance Free, & Peach hand creams**. Let her smell the scented ones and tell her about our fragrance free option. Use **coffee beans** between hand cream. Tell her how great these are for co-workers, teachers, the friend who has everything. Point out the **Famous Satin Hands** set on pg 21. Allow her to choose the hand cream she wants to try and while she's rubbing it on her hands, tell her about the 24 hour moisturizing benefits.

Show her the **Gift with Purchase**. Tell her about the benefits of the **Night Restore & Recover Complex** by turning to pgs 3,4, & 5. According to Medical Relations, the difference between the Night R & R and the Replenishing Serum C is that the Night R & R builds collagen and the Serum C prevents the breakdown of collagen so depending on her age and needs, she may need both or just one. Tell her about the benefits of Microdermabrasion set. See card. Explain this could be her FREE gift with purchase today.

Tear off the back sheet of the sales ticket, turn the sales ticket over to the order side and take her order. Using her wish list as your guide, **ask her what she'd like today**. Suggest additional products that make sense to this purchase. (compact for filigree powders, eye & lip primer, eye & lip liner, mascara, additional powder shadows to mix with pencils, cheek color to round out the look, gloss, etc.)

After totaling her order, book her for a **New York! New You!** makeover contest. Turn her facial into a **party** to enable her to get some or all of her items on her like/love list she didn't get today. Friends, Fun, Free Products!! :)

Draw her attention to the bag you have all your products in. This is a **hostess gift** and comes with two addition bags to help her organize her cosmetic needs.

## Special Notes

As far as the PCP gift is concerned, use it to your advantage. Offer it to her as her free gift with purchase (\$40+) or offer her a lip liner, eye liner, or lip gloss as her FREE gift with purchase if she spends \$60 or more. When she spends \$60 or more, offer her a choice of one of the 4 options...PCP gift, lip liner, eye liner, or gloss. Offering these options as her free gift for a \$60 order allows for the cost difference between the PCP gift and the product ws cost.

If she bought the full size Night R & R and Micro set, romance the PCP gift as her travel size for the Night R & R and Micro set. If she didn't buy the Night R & R or Micro set, encourage her to use them this week and follow up with her on how she liked the products.

Use the **mascara demo wand** in your bag. When your lip and eye liner demos get low, insert the smooth end of the mascara wand from the bottom of the liner and **slowly** push up to expose more of the product.

You can take this bag with you to show your clients while delivering their product reorder. This will allow you to sell more products to every client. You will also want to take this bag with you to all facials and parties. Show the items in this bag. This is an easy way to show the girls at the office, mom's group, networking group, etc.

Carry this bag in your handbag or tote. Have it with you everywhere. You never know when or where a customer connection can happen.

You will want to have additional sales tickets, sponge tips or Q-tips and round cotton pads in your car to refill your show & sell bag as needed. Also carry the full size items in your insulated bags or coolers in your car for immediate delivery.

If you over sell your inventory, immediately upon arriving home, process a **Customer Delivery Service** order for her so she is not waiting long for her products. A client who waits for her products from you on a consistent basis is a client who will find a consultant that won't make them wait. Protect your customer base by having what they need and want on hand. You will make so much more money that way.

Feel free to add any additional items to your Show & Sell bag. If it fits, go for it. Some ideas would be ANY Ltd. Ed. items you may have from previous Look Books or any regular line item that will help you increase your sale. (For example: Weekenders, Illuminators, Metro Chic, Fragrance Wands, Primers, etc. **IF YOU SHOW IT, YOU'LL SELL IT!**)

Print the next page, preferably on card stock, and cut apart.

Put these in your bag for quick reference.

It's okay for your client to see these.

Happy Selling!



## Satin Lips Set

Gently apply mask to lips. Leave on for 1-2 minutes, and then remove. Follow with balm.

Medical researchers tell us, *“Lips have an extremely thin outer protective layer. As the body ages, the already thin layer becomes thinner. To compound the situation, lip skin does not have sweat or sebaceous glands. Without the usual protective layer of sweat and body oils, the lips dry out faster, become chapped more easily, and can age faster than other areas of the skin.”*

The **Satin Lips Mask** contains miniature beads that gently, yet effectively, exfoliate dead surface skin cells that cause the lips to appear dull and lifeless.

The **Satin Lip Balm** contains a special complex of ingredients including vitamin A & E derivatives and Ceramide 2, to help moisturize dry & rough lips. The balm moisturizes the lips for at least six hours while providing an invisible barrier to keep the lips hydrated.



## TimeWise® Age-Fighting Lip Primer

Kiss lip lines goodbye. TimeWise® Age-Fighting Lip Primer creates healthier-looking lips by fighting fine lines and wrinkles while light-diffusing microspheres decrease their appearance. Use it on lips, inside and outside your lip line to extend lipstick wear and prevent lipstick and lip gloss from feathering and bleeding.

## TimeWise® Microdermabrasion Set



Instant Results Fight fine lines, refine pores & achieve beautifully smooth skin – immediately – with this simple, two-step set. Step 1: Refine is an advanced exfoliator using the same professional grade exfoliating crystals used by dermatologists, to immediately energize skin and reveal more radiant, healthy-looking skin. Step 2 Replenish separates the set from the competition. It's a rich serum, containing vitamins, antioxidants and anti-irritants. This serum nourishes the soft, smooth skin revealed by Step 1: Refine. These results were experienced after just one week.\*\* 85% saw improvement in skin texture. 73% saw a reduction in fine lines. 71% saw smaller-looking pores.



## Mary Kay® Oil-Free Eye Makeup Remover

The dual phase, oil-free formula gently removes all types of eye makeup.

The top phase removes waterproof eye makeup and the bottom phase removes non-waterproof eye makeup. Because the two phases work together, you should shake the bottle well for the product to be effective

- Suitable for Sensitive Skin
- Clinically tested for skin irritancy and allergy
- Fragrance-free
- Oil-free
- Non-comedogenic

### Application

- Shake until blended.
- Apply a small amount to cotton ball or pad.
- Gently wipe away all traces of eye makeup.

## Mary Kay® Lip Liner

Perfectly define lips with a retractable pencil that never needs sharpening. This smooth, creamy formula is waterproof. The package is color coded to help you find the perfect shade.



- Apply TimeWise® Age-Fighting Lip Primer to prevent feathering and bleeding.
- To help increase lipstick wear, create a matte base by lining lips with lip liner along the natural lip line and filling in lips with lip liner pencil. Then apply lipstick.
- Your customers can multiply their color options by blending two or more lipstick shades and lip glosses to create a custom look.
- Lip liner should be applied after applying TimeWise® Age-Fighting Lip Primer and before applying lipstick or lip gloss.
- Can be used for touch-ups throughout the day.