

Booking with Lipgloss Samples

Staple a Lip gloss blister to your business card. Be sure and staple it so that it can be opened without removing it from your card. Put a bunch in your pocket and head out the door!

When you see someone who obviously takes care of herself, say: "Excuse me, but I couldn't help but notice how nice you look, or that you enjoy taking care of yourself, or how professional you look!" Whatever stands out to you.

"I would like you to test a new formulation of our lip glosses" (as you're handing her your card). When she agrees, ask her for her name and phone number. "I'll call you tomorrow and ask you a few questions about what you thought of the sample."



When you call her say, "Hi, this is _____ with Mary Kay. Remember I gave you a lip gloss sample to test yesterday? I'd like to ask you a couple of questions about it if you have a minute."

1. What was your favorite thing about the lip gloss?
2. What brand of lip gloss do you usually buy?
3. How does our lip gloss compare with what you normally use?
~ Thank you, you've been so helpful.
4. Would you be willing to give me your opinion of our skin care?



If yes, say, "Great! Is the beginning of the week or the end of the week better for you? Thursday or Friday? Day or evening? 7:00 or 7:30? Looking forward to showing you some of the other colors."

NOTE: One consultant handed out 32 business cards with lip glosses blister samples in 18 minutes at a local parade and had a \$700 week for her effort!

Your business will explode to new heights when you have a batch of new contacts and those contacts will lead you to even more. Make this month your best ever and get on track to be a Star Consultant every quarter! This is the way to begin!

Person Sampled	Did Not Try	Tried it & Liked it	Tried it & Didn't like	Booked	Bought \$\$
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

