

# HOW TO CREATE \$3,000 in Retail Sales in 3 Weeks

Every Week for the next 3 weeks try this:

1. Put the product on **10 faces** averaging \$50 per face –2 classes (that's a pretty low average)=**\$500 in Sales.**
  2. Contact 10 existing customers and service them in reorders (7 buy on average \$30each)=**\$200 in Sales.**
  3. Get a Mary Kay Angel (outside hostesses) to pass the Look Book around their office and sell \$200 and give them \$25 in FREE PRODUCTS! Say, “*Susie, I'm so excited I have just been challenged to be a Star Consultant with Mary Kay and I really need your help! If you can pass our catalog around your office and sell \$200, I'll give you \$25 in FREE Products of your choice! Can you help me? Thanks, I'll drop it off.*” That’  
=**\$200 in Sales.**
  4. Do 2 on-the-go appointments (@ \$50 each or Demo Satin Hands on 10 people (approx.4 people will buy)  
=**\$100 in Sales.**
- That totals \$1,000 each week for approximately 8 hours worth of work.**

## Other Great Selling Ideas

- Have **\$1,000 Day challenge** and offer 15% off to all existing customers or offer a lipstick 1/2 off with a \$30 purchase (\$300-\$1,000). Copy the following script on card stock and send out then follow-up!  
*Dear Preferred Client! I'm so excited I am in a special contest to sell \$1,000 in Mary Kay products in one day. My contest day is \_\_\_\_\_. As my special customer, one who loves and appreciates our products, I was hoping there may be something you need. If each of my customers just bought a mascara or other small items I would easily reach my goal. As a special thank you, when I reach my goal, I will draw from all my orders and one lucky client will get to shop at half price the rest of the year (or you could just give their order this time for free)! So this would be the perfect time to get those products you are low on or to try new ones. I will be calling each of you on \_\_\_\_\_, to take your order. If you call me first, however, your name will go into the drawing twice. Thank you so much for your help. Sincerely, P.S. All of my classic eye and lip pencils are half price. Stock up!!!*
- Have a Lipstick A-Thon. Sell 36 Lip products (\$360-\$1,000).
- Contact basic skin care clients and introduce the new AM/PM Solution with a 10% off special. Sell 5 (\$250).
- Deliver reorders in a beautiful basket full of other goodies and upscale at least 2 more items (\$200). Carry the basket filled with glamour, sunscreen, hand cream, etc. everywhere you go.
- Give out 5 Beauty Books a day to get instant sales (25/per week/\$200)
- Hold a Pre Spring Open House and start doing Spring Makeovers, invite all customers and treat them to a color update and be featured in your portfolio and private spa pampering session. (\$400)
- Have a SALE-A-THON– Buy 2 get 1 free of the classic foundations, concealers, powders, nail colors, etc.
- Challenge son, daughter or husband to sell \$100, coach them well.
- Have a Mascara-thon or Lipstick-a-thon and carry a clear tote of lipsticks, glosses and mascaras, tell every body your in a challenge to sell 100 items this week and they will get a free color card and facial-on-the go.

Have fun Selling the Sizzle–Remember the key to your success is going to be your **ATTITUDE** and your **POSITIVE EXPECTANCY. YOU CAN DO IT!!!!**