

FALL SELLING IDEAS

For those of you wanting to do a little "reverse" trick or treating... take Tootsie Rolls, place 1 or 2 kleenex over them and tie with a orange or black curling ribbon to make ghosts (you can also use a black felt tip to make eyes & a mouth). On my computer I make labels that say; " For a BOOtiful you, call for a complimentary facial" Then I punch a hole in a biz card, tie it to the end of the curling ribbon, put them all in a plastic pumpkin and hand them out to every woman that I see!

GREAT SELLING IDEAS FOR THIS WEEK

1. Trick or Treat Special for your Customers
2. Trick or Treat Bags (give clients 20% off whatever they can fit into the bag)
3. "Mary Kay Halloween Mask" Special...Eye Mask, Lip Mask, & Regular Masks!
4. "Great Pumpkin" Lottery - get someone who works in an office to take orders. After the sheet is filled 1 lucky goblin gets her order free! You could also do this on the phone - have a phone lottery! Everyone who places an order - their name goes in & you draw a lucky winner! Use the Spa Sets or the Belara/Elige/Journey Survey Idea! (Spray on cotton balls, Fragrance Cards, whatever - just get it out there & it will SELL!)
5. Tailgate Party - You could do this on a Sat. or Sun. afternoon like 1-5 p.m. Get your Customers to wear their favorite Team Jersey(optional) Just drop by for fun (pretzels & popcorn, Beer (root) & Ale(ginger) & let them shop! You could have a Special "Football Frenzy Discount"! 6. Have a "Spooktacular" Sale! Great to do the week of Halloween! Another cute way to contact all your best Goblins.

GREAT IDEAS TO GET APPOINTMENTS

1. Offer a "Boo-ty" Night at your home! Do quick 1 hour appointments. (Use a Fall Glamour Look)
2. Test Panel This is working like crazy! Use it! Call it a Trick or Treat Night for Moms Only!

TEST PANEL SCRIPT..."Hi . Would you be willing to be on a test panel? I've been asked to do a test market in this area. It's real simple, you just test some new products...they're so wonderful! Some have that new Alpha-Hydroxy. It's like the buzz word right now in the cosmetic industry...it takes lines away! The company wants your honest opinion & you'll receive a \$10 Gift Certificate just for testing the products!"

"I'll be conducting 2 different test panels & really excited to see what you think...which would work best for you?" Schedule her then say, "If you know someone who would be interested in testing these new products let me know--because...if you bring them you'll receive a \$15 Gift Certificate! No Tricks - I promise!"

You do the Perfect 10 Class...let her try the TimeWise & Skin Supplements (AM/PM

Complex, Instant

Action Eye Cream & Eye Enhancer & Concealer) She then answers the first 5 questions!

The name of the game is to bring a CARLOAD every Saturday! Why? Because...you will have excited

Customers, they will book Classes & want to know more about making money for the Holidays...treat yourself!

GHOST SHOWS

Just in time for HALLOWEEN, why not call 10 of your best friends or customers and have them do a "GHOST SHOW" for you this week???? Give them a couple of brochures and sales tickets. Ask them to make sure the sales tickets are filled out completely with names, addresses and phone numbers of buyers.....then you can contact them later for a holiday glamour makeover. The BEST part is you are working SMART and not HARD!!! If each person sells just \$100.00 this week.....YOU HAVE A \$1,000.00 week with little effort and a bunch of new contacts for November!! Have an 'OUTRAGEOUS OCTOBER' finish!!!! Many happy "GHOST" shows!!!