

## 18 Ways To Get To Be A Star Consultant!!

**First step...decide to make this happen for you...Second step...get your “tennies” on and go to work!! Third step...enjoy your journey of achievement!!**

1. **Become a TOTAL USER of all of our FABULOUS Mary Kay products!** We have the very best products! Why consider using anything else? When you fall in love with YOUR MARY KAY products you'll be more likely to tell more people about them! Sit down with the current issue of “The Look”, and circle the items you are not yet using, and use that to start your next product order. Fill out a Customer Profile and evaluate your skin like we do with our customers.
2. As soon as **new products** become available each quarter, always order them right away, and start to use them, and “show and sell”!!
3. **Hold 2-3 Parties every week!** Holding parties is the key to building your business and to establishing customers for life! Overbook so that you'll always be holding 2-3 classes a week—book 5 to hold 3. Coach hostesses including pre-profiling your guests, etc.
4. Join the **“Glow and Tell” Movement!** Yes— this is continuing!! Have 21 new customers each using one of the skin care lines!!! Watch InTouch for more details!!!!
5. Offer **gift-giving ideas:** birthdays, anniversaries, brides, showers, etc. Talk about it all the time!!! Let your customers know that you are available for gift giving all year long!! It's not too early to start training your customers that you can be their one-stop Holiday Shopping Service!!!! Christmas is just over 5 months away!!! YIKES!!!
6. Hand out 10 product samples this week, and call prospects for feedback, orders, and to book their pampering appointment.
7. **Don't forget about those brides!!!** Offer your services not only to brides, but the entire wedding party— don't forget about assisting the Mother and Grandmother of the bride and groom!!!
8. Contact 6 customers (who work outside the home) to do a \$200 bag challenge. Whoever completes the challenge gets the glamour brushes, Skinvigorate Cleansing Brush, Travel Roll UP Bag or one product for 1/2 price. Contract with each one what they need to do. Give “The Look”. Have them direct people to web-site. Have her talk about her favorite products with her friends.
9. Contact birthday customers for a Birthday Party with friends! Offer 15% off their purchase if they share it with a friend. I even give the birthday girl a discount equal to her age (up to 50%) for sharing with 5 friend not yet using Mary Kay!!
10. Call husbands of customers with birthdays and anniversaries and offer your gift-giving services. Don't forget to call the wife for her gift for her husband.
11. Have a \$1000 day challenge and offer 15% off to all customers or offer a lipstick 1/2 off with a \$40 purchase.
12. Contact Skin Care customers and introduce another product line. Look at her profile— it indicates all the products she feels she should be using! Recommend she start on at least one of them this month! Offer a little discount!

13. Challenge your son, daughter, or spouse to sell \$200 (mother-in-law and mothers, too).
14. Encourage customers to visit your website, do her "Virtual Makeover", and then get together to try her new look. Suggest she invite some friends so she can get hostess credit and FREE products! Call me if you need a booking script.
15. Deliver reorders and up-sell by selling at least one additional item per customer. IF she buys a lipstick suggest a lip liner and gloss. If she buys an eye shadow, recommend eye pencil and mascara—don't forget about things like the Eye Primer!! And any of the newer products she is not using...remind every time about a product you feel she should be using and why! We are "Consultants"!! This time of year (in the heat and humidity) everyone needs to be using the Finishing Spray!!
16. Hold a phone lottery: call as many customers as you can in one hour and tell them that one of them will receive their order at 1/2 price.
17. Take the full-size of your favorite Mary Kay fragrance and one other one and let everyone try them and get their opinion.
18. Book two guest for your weekly success event EVERY WEEK to be your model. When you take guests, you'll learn and earn!! Invite 15 to get 8 to commit to come and for sure you will have at least 2!!!

When you implement these suggestions, you will have sold a complete Star Consultant order or more! Shoot for the moon and if you miss you will land among the stars! And don't forget to ask every customer for referrals!!!! Every time you seem them, ask!!