

## How to sell \$3000+ in 3 weeks to finish Star! Secure your Seminar Arena seating!

Every week for the next 3 weeks, you must do these things:

1. Put the product on 10 faces averaging \$50 a face OR 2 classes = \$500 in sales! You could also hold 2 Collection Previews. The KEY is to sell \$500 in new sales! Keep plugging until done. Mary Kay used to place a Basic Skin Care set by her door every day and tell herself that she would not go to bed until it was sold!
2. Call 10 existing customers and service them in reorders OR get referrals from customers and call – 7 out of 10 will order @ \$30 each. You want to sell \$210 in reorder sales every week. You could hold a Phone-a-thon and let your customers know that for every \$30 order they give, their name will go in a drawing to get their order FREE. When you have 8 customers order \$30, and then draw one of the names and she wins, thus you'll have \$210 left. You could also have a mascara-thon and sell 25 and you've got it! Remember, you can always blame "your director" who has challenged you to "do a certain thing.. and would she help you meet the challenge?" Have customers buy a brown and a black mascara from you and have "mink lashes!"
3. Select a Mary Kay Angel who will pass around a Look Book at her office and sell \$200 and give her \$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 pass this 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 the Look Book off." Can add additional Angels but you will want this category to sell \$200 per week.
4. Do 2 "on the go" appts. at \$50 each or Demo Satin Hands on 10 people and sell at least \$100 in this category. You could also go on a Scavenger Hunt in your area and locate certain people and invite them to have a makeover. Ask me for a Scavenger Hunt flyer if you do not have one. Or, throw in 2 \$50 facials a week.

Here's how it works out:

1. 3 weeks of \$ 500 in new class sales = \$ 1500
2. 3 weeks of reorders at \$210 each = 630
3. 3 weeks of Mary Kay Angels = 600
4. 3 weeks of on the go appts. = 300

Total amount sold = \$3030!

Use all to invest in inventory and become a Diamond Star. With no recruits this quarter, you will receive a reserve seat at Seminar. OR, if you prefer to be a Ruby with one qualified recruit OR be a Sapphire Star consultant (\$1800) and have 2 qualified recruits by March 15<sup>th</sup> and get your seat. OR, take your 40% profit of \$1212 and you still have \$1800+ to invest in your star order!

Not only can you get excited about selling over \$3000, but also your profit in 3 weeks will be over \$1000 – wow! Will you spouse join in with your excitement? WHEN our customers and friends see us do this over and over, we will NOT have to worry about building a team. THEY will want to join us.

It's all about making money in Mary Kay as we sell these great products!

Each week will probably only take 10 hours to achieve the required amount sold!