

# Facial in a Bag

Cleanser & Moisturizer sample - .33

Microdermabrasion sample - .33

Clear envelopes - .05 (clearbags.com 800-328-1847, size: B75S 5 1/4 x 7 1/8)

Postcard - .03

Total Cost - .74

Hand out 5 a day for 365 days = 1825 names

If 1 in 10 book = 182 parties

If you get one recruit at every party = 182 personal recruits

Time involved...

30 minutes a day to hand out samples

3-4 parties a week = 10 hours with prep time

Average sales at 182 parties @ \$300 = \$54,600

2 new customers per party = 364 customers

Average reorder per customer for the year (figure low)

\$200 x 364 = \$72,800

PLUS....commission checks...

182 x 600 = 109,200 x 36% = \$39,312

Commission on own wholesale order...63,700 x 23% = \$14,651

Say 100 of 182 personals start with \$600 you get \$100 recruiting bonus = \$10,000

That's an average of 8 a month so you would get the

\$500 director sharing bonus = \$6000

Plus other bonuses...and when the consultants reorder through the year,

This is just their initial \$600

Sales profit \$63,700

Minimal commission \$69,963

*Total income \$133,663*

## Do You Have Time to Hand Out 5 'Facials in a Bag' a Day ??

So head out the door...looking "HOT"....professional and excited!

Say..."Excuse me, could you get excited about a FREE microdermabrasion treatment? Mary Kay is conducting a survey of our skin care products and microdermabrasion. Would you be willing to give yourself a mini-facial tonight before bed and then allow me to call you tomorrow to have you complete the survey.

It will only take a few minutes?

I'll call between 9-10 am, so what number can I reach you at tomorrow at that time?"

Get her name and number, if she is not willing to give you her name and number -- do not give her the samples.

### Survey Questions:

1. Did you get an opportunity to try the Mary Kay products? Did you use them on half of your face, or did you indulge and use on entire face?
2. On a scale of 1-5: How simple and easy was the skin care routine?
  1. *Too confusing to do on a daily basis.*
  5. *Super simple, even a man could follow these instructions!*
3. On a scale 1-5: Were you able to see visible results, like softer, more radiant skin using only the small samples that I gave you?
  1. *No difference*
  - 5 *WOW...when can I get more? My face looks amazing!*
4. On a scale of 1-5: Mary Kay customizes a skin care program based on your specific skin type and needs. Did you feel products samples were personalized for you?
  1. *I think I need your help.*
  5. *My skin felt they were perfect. I want it all.*
5. On a scale of 1-5: Would you be willing to give me your honest opinion of the Mary Kay Mineral Powder Foundation and color cosmetics"
  1. *More samples would be great.*
  5. *I'd love a private, complimentary consultation to assure a perfect match*