

The EDGE Consultant Brothers Area Program  
conference call #8  
March 4, 2006  
by Senior National Sales Director SuzAnne Brothers

It has been said many times that you cannot sell out of an empty wagon. We all know that is true and consider for a few minutes the emotional reasons to maintain and secure a solid profit level inventory.

1. Don't you feel you are in business? We act on how we 'feel.' We are much more likely to treat our business with the respect it deserves when we ourselves feel like we are the business women we are.
2. Many Consultants are going to agree that you'll sell many times more in products when you know that you have plenty of product on hand. It's having abundance mentality. You will be much more apt to suggest to your customers two of what they want for a back up on for their travel needs.
3. When you know you have everything on hand you'll be confident about booking future classes and pampering parties when we have a 'move forward' attitude, don't others as well? If we hesitate do others sense that in us?
4. Your own use of all the products builds not only your personal recommendations, but also your knowledge. Your great satisfaction spills over to others, you are more authentic in your partnership with Mary Kay.
5. Profit! When you can pay yourself a profit out of what you have retailed in your business, how do you feel? Successful - yes! The more successful you see yourself, the more success you'll experience. It becomes a cycle. Paying yourself every week is something you'll look forward in doing. It's the reward of a week well managed. How much inventory you stock will depend on you. It's recommended in the Ready, Set, Sell brochure for new Consultants. Keep in mind that information is for new Consultants and we know that does not include a customer or reorder base. You will need to add more inventory for good customer service.
6. Speaking from a purely money standpoint, I know that with interest rates so low, that investing in inventory with a 50% commission is far better than the little 1 ½% that I'm earning in a savings account. If you choose to borrow the funds for your inventory, you'll want to put yourself on a payment back each month. When you borrow the funds it can have very positive effects for building credit in your own name. Give your future financial leverage and with a manageable monthly payment may find the convenience far out weighs the 'fear' of the small loan.
7. One last big one here! I said it earlier . . . customer service! Oh, this one is huge! Your customers see your inventory when they visit you and want to go shopping. They send their friends to you and they'll stay motivated to be your loyal customer as they can get the products they need when they want them. Women hate to wait.

This month's focus is really making March lucky for you! Completing the PINK POWER 100 FACE CHALLENGE will certainly bring opportunities to your doorstep. Have you already thought to host several large classes early in March yourself? By this you can book from these early classes and multiply your chances of the 100 much faster. The second focus and maybe the most important is to secure your product inventory - prepare for the massive success you are sure to have. For more ideas and inventory planning, talk to your Director and even listen to the inventory hotline (212.461.8947).

Congratulations on time well invested with us this morning. Wishing you a very courageous you . . . affirming your very right choice to be in this extraordinary opportunity and part of the "we are family" National Area.

## BOOKING & SELLING Roll-up Bags at your Class

by Claudia Lemper  
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### #1: 10 hour work week plan ([www.suzannebrothers.com](http://www.suzannebrothers.com))

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The 10 hour work week all starts with bookings and holding skin care appointments. It will allow you to earn an annual income of over \$100,000 if you work the plan consistently. Look through the plan from SuzAnne's website and put it into place in your personal business. Tracking your activity will get that done.

### #2: Selling the Roll-up Bag

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I have found that selling the roll-up bag is a mind set and you must walk into the class assuming that every person there wants "THE BAG". You are going to sell roll-up bags no matter what!! They are going to love it and will want your products hanging in their bathroom!! It all starts with YOU and the belief that they deserve these wonderful products.

The close that I use is the closing that I learned 3 or 4 years ago at our area retreat in Colorado from Pat Campbell. WOW... can you believe that 1 training has changed the way I do my business. I will not go through the entire close today – SuzAnne will be sending you a copy to read and personalize for yourself. This is the ONE part of the class that I teach my consultants to MEMORIZE and practice over and over. Your confidence in this part must be 100% and you must be looking at everyone and their eyes to make it effective.

A few tips that I do to sell THE BAG!!

- I do not give them a beauty book with prices prior to the close
- The bag is in front of them for the entire class
- I romance the bag at the beginning and only refer to it as THE BAG
- Throughout the entire class I refer to them owning their own roll-up bag
- Use the roll-up bag close and create a roll-up sheet
- I only talk about sets that they can purchase
- Close them at the table and allow them to sell THE BAG to each other

Example of the closing.... (See Roll-Up Bag Closing & Create a Roll-Up Sheet)

### #3: Booking from Class

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This is the EASY part!! When you are selling roll-up bags with the option to get \$100 FREE at their class. Who wouldn't book?? It is the easiest part of the class. Then.... Your hostess will be so excited at the class – she will be "preselling" the roll-up bag for you to her friends. They see all of the free product that their friend is getting and they want THE BAG too! I have found that women that want to book a party are more inclined to buy a bag first so they can get the free products. So it works both ways!!