



## Mary Kay Weekenders Collection—Show & Sell

By Sales Director Gina Shetzer

In order to sell our products at your maximum potential, you must be willing to show our products. Here's an easy & effective way to show & sell the Weekenders Collections at your appointments, parties, on-the-go's, & while you're on the run.

### Get Prepared to Show & Sell

1. Collect supplies & assemble your show & sell bag. You will need: Quick Zip Bag, Look Book, sales tickets (5 @ a time), pen, cotton pads (5 @ a time), either the travel size oil free eye makeup remover or the full size, the base/top coat, pink sand & coral stone nail colors, one sharpener, all 4 Weekender eye pencils, both Weekender lip pencils, & the new compact mini. (See photo 1.)
2. Apply "Try Me" labels\* to the demo items in your bag. Be sure to apply them to the lids of the pencils because you will be sharpening them on a regular basis and the try me labels will just get in the way of sharpening or cover the name of the pencils. (See photo 2.)
3. Assemble the items in your bag. There is not a right or wrong way to fill your bag. Every time I put the products back in after showing to a client, they are usually in a different position. You will need to fold your Look Book in half for it to fit. (See photo 3, 4, & 5.)

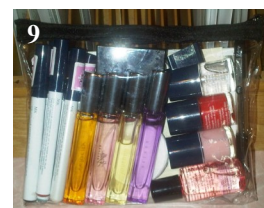


### Now it's time to Show & Sell!

1. Pull out the Look Book & a sales ticket. Turn to page 16. (Turn the corner down to locate faster.) Pull out your Compact Mini and romance all the ways to fill it. Let her hold it & play with it. Being able to touch the products helps solidify the sale. On the **back** of the sales ticket start making her "wish list." Write "Like" and "Love" across the top and list the products she likes and loves. This helps her make a decision on her purchase later.
2. Turn to pg. 15 & hand the nail colors to her so she can look them over & try them if she wants. While she's looking, tell her the benefits of the base/top coat & explain how to apply the polish. (1-Paint under, edge, & top of nail with base/top coat. This adds strength and starts sealing the nail. 2-Paint edge & top of nail with color. 3-Paint edge & top of nail with base/top again for high shine & added protection and strength. Painting the natural nail in this fashion allows for a seal that resists chipping. She needs to be sure her nails are smooth and are not splitting prior to polishing to ensure a long lasting polish. If they are, she needs to buff and file before applying polish.) Keep writing what she likes/loves on her wish list.
3. Take out the lip pencils. Take the Pink Sand and make a line on the back of her hand. Hand her the other color lip pencil and instruct her to make a line next to the one you made. Then take the Pink Sand lip pencil you are holding and make a dot with it on top of the Coral Stone. This shows her how the two together make a different lip color option for her. I've found most like the two mixed together. Continue wish list with likes/loves. (See photo 6 & 7.)
4. Now take out the eye pencils one at a time and instruct her to make a line on her hand with each. Show her the sharpener and let her know every pencil comes with it's own. Lining the back of her hand allows her to see what the colors look like on her skin tone. No one is as lily white as the pages in the Look Book. Continue wish list. (See photo 6 & 7.)
5. With the White Wash (photo 8) have her smear a little on her chest and rub it around. Hand her the compact mini to see her softly sparkling décolleté. If her blouse won't allow for this, just put some more on the back of her hand and smear it for the same effect. Tell her she can use it on her décolleté, shoulders, cleavage, ankles, etc...where ever she wants a little extra touch of soft shimmer.
6. When you have gone through all the color items in your bag, take out the oil-free eye makeup remover and one cotton pad. Shake the eye makeup remover while you're telling her the benefits of the eye makeup remover. Put a small amount on the pad and hand it to her to clean the back of her hand. If she doesn't already own this, she'll most likely buy it today. She'll be amazed!!
7. Tear off the back sheet of the sales ticket, turn the sales ticket over to the order side and take her order. Using her wish list as your guide, ask her what she'd like today. Suggest additional products that make sense to this purchase. (eye & lip Primer, eye & lip liner, mascara, additional powder shadows to mix with pencils, cheek color to round out the look, gloss, etc.)

You will want to have additional sales tickets and round cotton pads in your car. Also carry the full size items in your insulated bags or coolers in your car for immediate delivery. If you over sell your inventory, immediately upon arriving home, process a Customer Direct Ship order for her so she is not waiting long for her products.

Feel free to add any additional items to your Show & Sell bag. If it fits, go for it. Some ideas would be ANY limited edition items you may have from previous Look Books or any regular line item that will help you increase your sale. (For example: Illuminators, Metro Chic, Fragrance Wands, Primers, etc.) (See photo 9.)



\* Try Me labels can be found on the next page.

