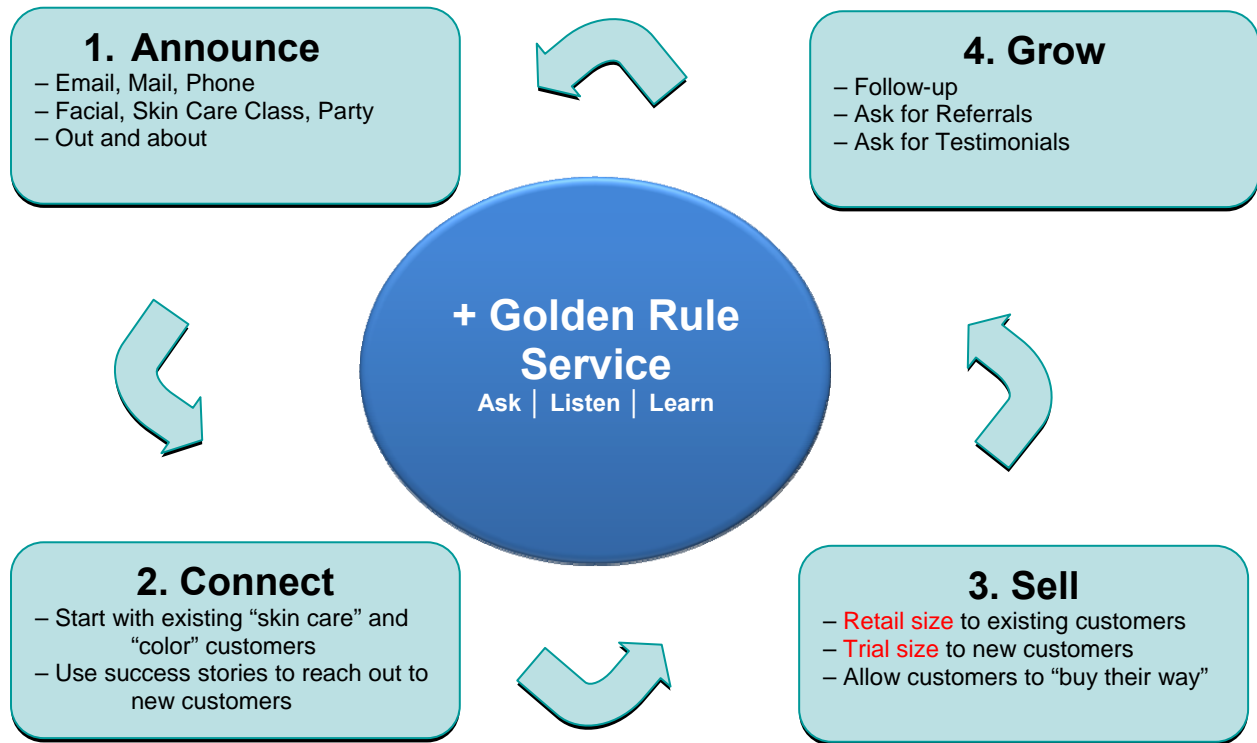


VINCENT VAN GOGH / ARTIST,

“ Great things are not done by impulse, but by a series of small things brought together. ”



This simple 4+ step selling strategy has been developed to assist you in selling the newest Mary Kay skin care line – the **Mary Kay Acne System**.

4+ SELLING STRATEGY:

1. **Announce** the **Mary Kay Acne System**
 2. **Connect** with existing and new customers
 3. **Sell** the product
 4. **Grow** your business
- + Increase success with **Golden Rule Service**

TARGET CUSTOMER:

- Primary: Women 20 – 54 with mild to moderate adult acne
- Secondary: Men and teens with mild to moderate adult acne

Announce	<p>Who:</p> <ul style="list-style-type: none"> ▪ Existing customer base currently using Mary Kay skin care products ▪ Existing customer base currently using Mary Kay color products only ▪ Prospective customers <p>When:</p> <ul style="list-style-type: none"> ▪ During your everyday activities <p>Where:</p> <ul style="list-style-type: none"> ▪ Mail, email, phone (Look Book, product brochure) ▪ Facial, Skin Care Class, General Party (Introduce/announce acne line in these settings, Customer Profile, Look Book, product brochure) ▪ Out and about (product brochure, Look Book)
Connect	<p>Phrases for your consideration and a starting point:</p> <ul style="list-style-type: none"> ▪ For existing customers currently on Mary Kay skin care: “We are always innovating our product line and we’ve added a new specialized skin care line that is more advanced than what you are currently using.” ▪ For existing customers on MK color only (not on MK skin care due to acne-prone skin): “We’ve added a new advanced specialized skin care line that might address your needs better than what you have tried in the past.” ▪ For new customers, utilize success with the above to reach the new prospect.
Sell	<p>Customer Considerations: You may find that your existing and new prospects may:</p> <ul style="list-style-type: none"> ▪ Be loyal to the acne regimen they are currently using, ▪ Be hesitant to try something new because of the potential irritation to their skin, ▪ And/or have lots of questions about our acne system. <p>Be prepared to manage customer questions, concerns, expectations:</p> <ul style="list-style-type: none"> ▪ Product benefits – utilizing tools available to you such as clinical testing results, testimonials, before and after photos, product video, product brochure, science and product content found on MaryKay.com.ph, 859-6222 hotline, etc. ▪ Sampling – be prepared to explain why sampling packets are not available and that due to the nature of acne-prone skin, an extended testing period is needed to truly see results. ▪ “Shop your way” – let her customize her MK experience by shopping her way (in person, on the phone, online, or at home).
Grow	<p>Follow-up is key:</p> <ul style="list-style-type: none"> ▪ Follow-up in 2 days after a purchase to see how it is working, check for reactions; follow-up in 2 weeks to schedule a second appointment; and follow-up in 2 months for continued customer service and to check for re-orders. <p>Referrals and Testimonials:</p> <ul style="list-style-type: none"> ▪ With satisfied customers, ask for referrals and a testimonial: “I build my business with satisfied customers like you. Do you have any friends or family who might benefit from our new line?”
Golden Rule Service	<p>Deliver exceptional customer service:</p> <ul style="list-style-type: none"> ▪ It all starts with making a sincere, caring impression the very first time you interact with a customer – and that can be done with three simple steps – (1) ask, (2) listen, (3) learn. ▪ Asking questions means discovering your customers’ beauty needs or concerns. Listening is the most important because it’s how you can build trust quickly while gathering valuable information. After you’ve discovered your customer’s true needs and interests, you would have a much better idea of what products to offer and demonstrate.

Mary Kay Acne System – Give your sales a clear advantage!