

# So here's how to turn a Lipstick sale into \$4,000.00

1. Start by 'showing off' (apply to a woman's inner arm) any 3-4 Lipstick trios (lip + pencil + gloss)...ask for everyone's opinion of the color, smell, and blend.

When you get a positive response, ask, "Right now you may get your entire MK order FREE!...for every 'purchasing' friend you share a Lipstick Party with, you will receive \$10 Free! 2 purchasing friends=\$20 Free...5 purchasing friends=\$50 Free, etc." (*purchasing is defined as \$10 purchase*)

2. Set a day and time for her Lipstick Party.

3. Take a Roll up out and set up for the party. Take a full size of each of the lips, glosses, and pencils and place in a 'snack size' ziplock baggie. Cut up the closing sheet into 12 squares, taping the name of each trio to the ziplock baggie that contains those colors. All 12 will fit in the 3 pockets of the Roll-Up. In pocket 4 put: a Oil-Free Makeup remover, a Lip Outliner Pencil, real cotton balls, Satin Lip Duo, a sample Microderm, and any extra samples.



4. Reading the closing sheet, take each trio in their boxes and slip into cello bag. Close with a sticker. Tape a trio name to front of cello bag (cut up a closing sheet and use as labels for Retail trio bags) I suggest taking with you, 4 retail collections for the 6 best selling collections and perhaps 2 each of the other collections. Place these retail bags into your current Hostess tote. Also put in the tote, Lipstick Look Books, customer profiles, receipts, the opening class outline sheet, with your opening words (found on the right side of this sheet. Closing sheets per each guest attending. Lip Personality sheets (1 is enclosed in this newsletter) and take with you 3-4 Lipstick Outside Order envelopes, (1 enclosed in this newsletter) in the event someone can't hold a future lipstick party, but would take an envelope to get their order 1/2 off.



5. You arrive and treat everyone to a satin lip treatment. You ask all to fill out the customer profile. You start by asking what color is the most popular color in their closet. You read the opening words. You then start the lip fashion show by introducing the 1st trio...stripe the pencil next to her wrist, then the lipstick, then the gloss. Suggest they blend the colors as you continue to apply that trio to each guest. Then introduce Trio #2, and continue until all 12 have been applied. 6 on each arm. Encourage them to circle the trios they love on the closing sheet.



6. Close out Class with the classes specials found at bottom of the closing sheet. Ask each guest would they like their order full price, 1/2 off or Free. Ask them if they'd like their hostess to receive credit for their purchase that day? Then they will pay \$10 that day & balance of order will be worked thru her having purchasing guests at her class. (the product will be delivered the day of her class.) 2nd option: whatever she purchases that day (-\$10) may be reimbursed day of her class based on hostess contest. Do remove trios from their arms with oil-free remover and a baby wipe, and apply Microderm to their upper arms. Could create a \$50 upsale!!

Full SZ Demo in snack Bag

7. If 4 purchasing friends all purchased 2 Trios (\$70) plus 3rd 1/2 off (\$17.50)=\$350 Class and \$140 in pure profit in 1 hour...and 4 New customers!



Trio to sell

**1 Party a Day X 30 days= \$4,200 in Profit & 120 Customers, completed in under 40 hours! Fun and Easy!**