

Share the beauty!

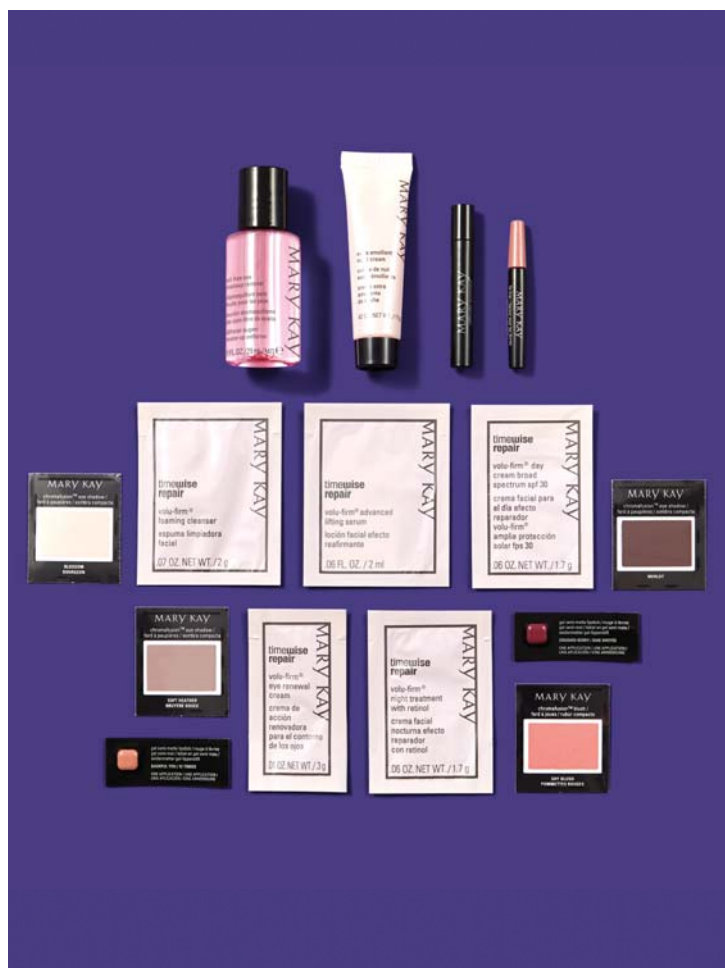
Order your *Mary Kay*® samples on the Consultant order form
under Section 2 – Sales Aids.

MARY KAY

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THE LITTLE BOOK *of* SAMPLING

MARY KAY



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Share
THE BEAUTY!

At Mary Kay, we're big on sharing. And samples are little things that can help you share the beauty in a big way. Samples are great conversation starters with your new and existing customers. Samples can keep customers happy because they get to try before they buy. And samples can spread goodwill.

After all, who doesn't like getting a little something extra?

Here are some ways you can sample your way to success!



Go Deep. Reveal the **RADIANCE WITHIN.**

New! *TimeWise Repair®* Revealing *Radiance®* Facial Peel Sample, strip/6

Formulated with glycolic acid, *TimeWise Repair®* *Revealing Radiance®* Facial Peel takes a multilayer approach to surface exfoliation.

Sampling Tip:

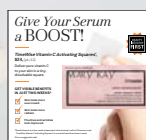
At the beginning of your skin care party, have guests apply the facial peel to the backs of their hands. The product can be working its magic while you give your presentation. At the end of the party, you could give each guest a sample to take home and try on her face for the full effect. Follow up with her in a couple of days to see if she's ready to buy the full-sized product.



*You asked for
more samples.
We listened!*

Reach Out to EXISTING CUSTOMERS.

- ♥ Drop samples into product orders to introduce your customers to new products. Then, you can call and ask how they liked the sample.
- ♥ Follow up with your customers whom you enrolled to receive *The Look* with sample. Get their feedback, and offer to show them the full-sized product.



*Did you know that 60 percent of Independent Beauty Consultants who use the Preferred Customer ProgramSM are contacted by their customers, and 42 percent receive orders from their customers after The Look arrives in the mail. **

*Based on Independent Beauty Consultants Preferred Customer Program®
December 2016 survey findings

Look for Potential NEW CUSTOMERS.

Women like to be in the know when it comes to the latest, so share the beauty as you go about your day. Here are some ideas:



Dry cleaners – Show your appreciation. Give the clerk a sample, and say something like, “*You always do such a good job on my cleaning. Here’s a little thank-you.*” A body care deluxe mini would be a good choice to give her.

Don't forget to follow up!

“C” the POTENTIAL.

TimeWise Vitamin C Activating Squares®

Use these little squares as samples. They’re quick and easy to share. You could even have a “*C the Difference*” party. Set up a display of your Mary Kay® serums* along with the *TimeWise Vitamin C Activating Squares®*, and explain how they work together to boost results.



**TimeWise Vitamin C Activating Squares®* should not be mixed with sunscreen or acne products.



Grocery store – If you're in line with someone who looks "put together," you could say something like, *"You seem like someone who really takes a lot of pride in your look. I'd like to get your opinion of one of my products."*

Then, hand her your business card with a color sample stapled to it, and ask if you can call her at a later date. Make sure you get her phone number!



Kids' soccer games – When there's a lull in the action, pass out some skin care samples to the other moms, and ask for their opinions. Tell them they could earn some FREE* full-sized product by hosting a skin care party.

Tip: The Teaser Card (shown above) is another option for distributing samples. Find it on *Mary Kay InTouch** > Business Tools > Party Central.

*Available through participating Independent Beauty Consultants only and with \$200 in retail sales (excluding tax)



Skin Care Parties and **OPEN HOUSES**

Skin care parties and open houses are the best times to sample because you have women who are interested in beauty gathered together.

- ♥ Samples are hygienic ways for customers to try a product during a skin care party.
- ♥ Or customers can take the samples home with them. You'll want to follow up with a phone call. It could encourage a future purchase.