

# 24 x 24 x 24 Challenge

Take 24 hours...or longer if you really need to, only you are counting down the time...BUT it does create urgency!  
Call, text, FaceBook or email 24 people (does need to be customers—think of acquaintances, co-workers, family)  
Offer: If they are the first 24 to purchase \$24 retail worth of product, they will earn ONE half-price item from you!

## **Here are the numbers:**

The 24x24x24 Challenge completed leads to \$576 retail in sales (that is if they ONLY order \$24 retail exactly). Then with the 1/2 off item you have more to add to your wholesale. PLUS, I always encourage the 1/2 off items to be in the skin care line like a micro set, Day/Night set, Serum C or even a Brush Set. So when 24 people get a \$50+ item at 1/2 off that adds \$600 wholesale to your order. (24 items at \$25 w/s = \$600 w/s)

## **Breakdown:**

Profit Level of Inventory on shelf (\$2,400-\$2,800 w/s on shelf):

\$576 retail sales = \$288 w/s

1/2 price item = \$600 w/s

So that is a \$888 wholesale order!

Non-Profit Level of Inventory Breakdown:

Reinvest sales amount ordering \$576 w/s

1/2 price item sales = \$600 w/s

So that is a \$1,176 wholesale order

Don't take time to analyze this! JUST DO IT NOW! Remember, most sales tickets are going to be more than \$24! Couple this with your existing selling appointments, or the ones you will be making....you are days away from being a STAR and choosing a fabulous prize from MK for YOU!

## **Scripts:**

Phone or Email: (email tip: be sure to put something FUN in the subject line to catch their attention. ie. "What Item Would YOU Like at HALF PRICE from Mary Kay?")

Hey Girl!

I have a challenge of 24x24x24 from my Director!

My goal is to be the first in my unit to sell \$24 in product to 24 gals in 24 hours!

Check out my website at [www.marykay.com/youname](http://www.marykay.com/youname) here & fall in LOVE with our AMAZING products!

Check out our fabulous colors and pick out a New Look for you!

Buy \$24 in product & receive any other item at 1/2 price!

Here are my best suggestions for your HALF PRICE item:

Day/Night Solutions: normally \$60 & at 1/2 off would be \$30!

Microdermabrasion Set: normally \$55 & at 1/2 off would be \$27.50

Replenishing Serum+C: normally \$55 & at 1/2 off would be \$27.50

Brush Collection: normally \$55 & at 1/2 off would be \$27.50

Think of FUN stuff for you and gift giving (Easter Baskets, Mother's Day, Bridal/Baby Showers)!

Let me know what you need to keep you gorgeous!

SHARE the SAVINGS: Pass this on to a friend and when they pick their \$24 & a 1/2 off item, you will receive ANOTHER 1/2 off item.....WHO DO YOU KNOW?!?

Thanks for helping me be the FIRST to finish and WIN this challenge!

(your contact information)

## Texting:

I have a special deal for a 1/2 price item from Mary Kay..simple..are u interested?

First 24 to respond with \$24 order of product, earns 1 item of choice 1/2 price

Get to calling, emailing and texting. Then share your victories with me! If you have not made customer service calls recently, this is perfect...they do run out of product and will buy it somewhere, if they don't hear from you!

Happy Selling!