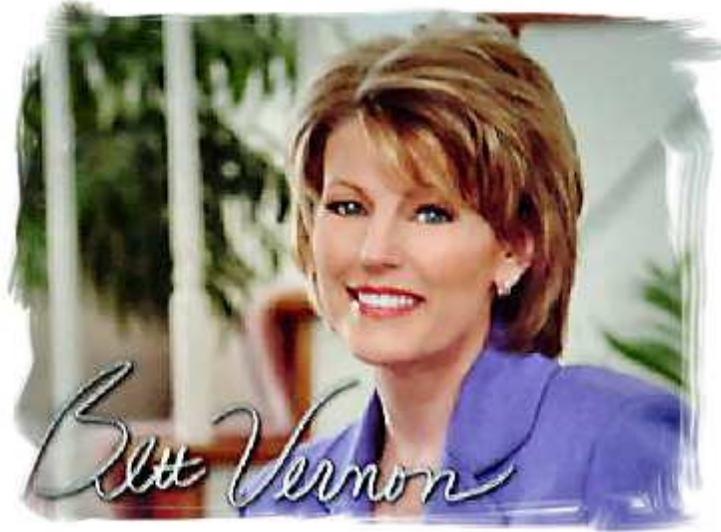


# SELLING TECHNIQUES

Bett Vernon, National Sales Director



Don't worry that you are born not a "great salesperson." **Selling is a technique and it can be learned.**

To tell you the truth, there is a lot of selling going on and you aren't even aware of it. Think about the last great book you read. Didn't you tell all your friends about it? A movie. A restaurant. You sell them on going to that restaurant.

The first thing is we have to **LOVE what we are doing**. We have to **believe 100%** in our product line, in the opportunity before we can share it with others. Do you believe we have the best product in the market?

**The last four letters of Enthusiasm are IASM – I am sold myself.** If you are not sold yourself, you do not have the enthusiasm that you need to sell this product.

**We have the best product.** Do you believe that we can give the best SERVICE beyond any other company? Do we have the best prices ounce for ounce?

**Do you stay current with other product lines?** I recommend that you go to the counter of other department stores. Don't tell them that you're with Mary Kay - you just start asking questions. Try the product. Look at the prices. They have no problem putting out 95 products and saying "You need all of this" and women actually buy them! We kind of apologize for wanting them to spend \$49, and yet they'll go to the department store and buy \$300 in product because that salesperson told them they needed it and they hadn't gotten the better, less costly products from you!

**The only way that you can be 100% sold on this product is if you are using 100% of the product line.** The only way you can really do that is if you have the product on your shelf. **This is not the time to be frugal.** You want to be frugal with buying Section 2 items, shelving for your office, and refraining from what new consultants do (every cute little thing that is pink you just have to have). If you **USE it**, you will **SELL it**. If you are struggling with two cleansers and one eye cream on your shelf you will be too scared to take it anything off of your shelf for your use. You will also avoid booking and calling customers because you know you will not have what they want. So, get the product on your shelf. Use it. You cannot sell what you do not have. You will be excited about what you are using and your whole business will work better.

We are not only selling the **PRODUCT**, we are selling the **BUSINESS**. The same selling techniques apply.

You must **EXPECT THE BEST**. Expect them to buy. Be surprised when they don't. I have seen consultants who when their customer says "Oh yeah, I'll have it all" react by saying "Really?" It is like they are shocked when someone wants to buy the whole set.

It is safe to assume that when someone is not excited about buying our product that they do not know all that we do about it.

**If they knew what we do about the Product they would be BEGGING us for it.**

**If they knew what we do about the Business they would be BEGGING you to become a part of this business.**

Sometimes customer's expectations may be very far behind in the times. I have had customers tell me they aren't into our eye colors because you have to wet the eye shadow before putting it on, or they will tell me about the oatmeal mask they had to wear at a facial 20 years ago and that they aren't into that. That stuff was before MY time. **It is OUR job to inform them and update them.** Again, it goes back to asking questions and listening to overcome objections.

You don't have to sell them on the product, you just have to sell them on trying it. You don't have to sell them on the business, you just have to sell them on listening to what the business has to offer.

**Are you comfortable to be around?** We always hear *ATTRACT* and don't attack. Are you fun, enthusiastic, without being obnoxious? You know those people who you see every day or every week - you don't have to bring Mary Kay up every time you see them (we can let them bring it up sometimes).

**Are you confident?** I know we all need more confidence, but some consultants are scared of being "pushy." You know what happens when you're scared of being "pushy?" **You get wimpy.** I don't know of anyone who likes wimpy. Do you like a wimpy doctor? A wimpy hairdresser? How about a nurse who when you go in she apologizes for being new "this is really the first shot that I'm going to give and I'm kind'a scared." Isn't it that nurse's job, even if she is shaking on the inside to appear totally confident so as to make you comfortable with what is going to happen? Make them comfortable by appearing comfortable yourself (you may have to fake that until you can make it).

**Customers do not want a wimpy consultant. They cannot get confidence from you if you are being wimpy.** So stop apologizing; you have the best product, the best price, you can give incredible service unlike they can get anywhere else, and you have the best business opportunity available to women today. They deserve what you have to offer. Stop feeling like you are asking them for a favor. You are offering them your time, your expertise, your free sample products and a business opportunity without any compare. And there is no obligation – you're just asking them to try – you're asking them to listen. They are free to say "yes" or "no", but they deserve to try and they deserve to listen.

You don't get to decide for them whether the product is for them or whether the business opportunity is for them.

**What can help your confidence?** How is your confidence on a "bad hair day?" – when your skirt is too tight or when your nails are chipped? Your image has a lot to do with your confidence level. If something bothers you – fix it. You might not be able to change your shoe size or your height, but you can fix just about anything else. So start today, one thing a week – get your nails done this week, a slamm'n hair cut next week, but do something to make yourself feel more confident, and day by day, week by week it will come.

**How is your confidence when you are unprepared?** When you don't have what you need with you. When you don't have the right scripts, the dialogues. **READ, PRACTICE and TAPE.** Read into a tape recorder your scripts, your dialogues, your closes, and practice them, listen to them, memorize them, and perfect your presentation.

**What else effects your confidence?** Someone who tells you that you can't do it? Maybe another consultant or someone that you live with. Does your husband tell you that you can't do it? Let's *talk ladies* --- There is no way that my husband could tell me that I can't do this. And there is no way that your husband can tell you that you can't do this if you **DON'T LET HIM**. If you're 1000-percent sold yourself, then you're going to say "Uh-Uh, this is a great product, I know I can sell it!" If you're buying into anything else than you're not sold yourself. **Your husband will only be as supportive as you are committed.**

**Do you visualize the sale?** Or are you visualizing the ending of the skin care class or interview the way you fear it will happen? Visualize it with you going home after having sold the products you have demonstrated for her. You know how to start a skin care class, but how do you visualize the close? You must practice your **close**. Practice it. Visualize it. Know how **YOU** want it to turn out.

**Do you have a goal?** Do you have a retail sales goal per month, per week, having broken it down per day? **If you have no goal you will take what you get and you will never get what you want.** How many interviews do you want to do during the week, how many tapes out, how many interviews with your Director? If you don't know specifically then nothing is going to happen. If you don't have a goal then you won't keep working. You'll just take a look at your Weekly Summary Sheet at the end of the week and just say "Oh well, that wasn't a very good week."

If you have never had a \$100-week, don't set your goal at \$1000.

If you have been averaging \$200-weeks, then maybe set it at \$300.

Once you've done that for three weeks in a row then maybe set it at \$500 weeks and then higher as you go along. The more you do in classes to increase your sales, the more reorders you'll have and the more you will be generating and you can increase your sales faster and faster.

How many team members do you need? If you only need one more team member for Red Jacket, you can do that before the end of this week! But how many will you need to talk to? You need to talk to **5** to get **1**, generally. If you needed **3** new team members then you'll need to talk to **15**.

Selling is not charisma, it is not personality, and it is not a set of inherited traits – **Effective selling comes from the application of a set of skills and behavior that anyone can learn.**

## **Skills:**

1. **Assume the sale.** "Don't you love the way your face feels? This is after just ONE application. Can you imagine how it will feel after a week, after a month?" You're assuming she is going home with it.
2. **Use "WHEN"**, don't say "if." "You get this at 50% **WHEN** you do this..." "**WHEN** we get back together for your second appointment we will customize your color look."
3. **Give choices, but make sure both of them are good.** "Would you like just one cleanser or would you like two, one for the shower and one for the sink?" "Would you like to take care of this with VISA, Mastercard or Discover, or would you like to take care of it with a check?"
4. **"Don't you agree"** is a great phrase to use. "We all love a bargain, *don't you agree?*"
5. **Say Her Name** as many times as you can throughout the interview and throughout the class. It does make a difference.
6. **Get them involved in the process.** At the class while they're trying the products have them advise their friends as to how their skin looks, the colors.

7. **Paint them into the picture** with words like “**can you see.**” “Can you see the look on your husband’s face when you pick up your first car?” “Can you see how the extra dollars from one class can help pay the bills at your house?” “Can you see how doing a Mary Kay business can give you more time for your family?” Paint them into the picture.
8. **READ their buying signals.** Watch their reaction to the product. What gets her excited? Where does she ask the most questions? Where does she seem the most interested? Be a good listener. **What is in it for them?**
9. **Don’t stop selling until she stops buying.** “Would you like an eye pencil to go with those eye shadows?” “Would you like a lip liner to go with that lipstick?” “Would you like the compact to go with that crème-to-powder foundation?” It really pains my heart when I see a \$9.50 purchase on a summary sheet. When someone talks about a lipstick, talk about another lipstick, lip liner, add to it. Use the PREFERRED CUSTOMER PROGRAM. You don’t have to wait for the PCP to come out. If your customer has already taken advantage of that or you have a new customer who hasn’t had a chance to get in on the first mailing, you can have your own Preferred Customer Program. **With every \$40 purchase they get something free!** That can be something classic on your shelf, a classic nail polish, a classic pencil, something on your shelf that you want to move. When they call for a cleanser – “You know what, I’ve got a special this week. With two skin care items, you get the third at half price – What else are you needing?”
10. **Be in control.** Know your products. Act like an authority without being arrogant. You are the expert. You don’t have to memorize the product guide. If you are using the product and if you know where the find the answers you are going to be just fine. And, it is always a good idea to look up the answers before you call your director. You can find the answers in the Career Essentials and product guide.
11. **Ask questions to get things started.** “What do you currently use?” “What would you change about your skin if you could?” “What do you like best about your job?” “What would you change about your job if you could?” Ask her questions to get her interest.
12. **When you are working with someone either in a class situation or with an interview do not be distracted by anything.** Mary Kay has always taught us to look in their right eye and give them your full attention. Give them 100% attention.
13. **Always offer sets.** When you are selling items, lipstick here, eye shadow there, it will take a lot of work. But when you sell sets you will make a lot more money in less time.
14. **Carry samples with you everywhere;** TimeWise samples, Look cards. It brings up conversations.
15. **Deliveries. Just pick one day a week.** I choose to deliver on Fridays, unless I just happen to be driving by their house on the way to somewhere. If you need it before that I can either mail it to you or you could pick it up. I have a special for my customers who pick up their product. They get a **new item** that they haven’t tried before for 50% off. When you have Open Houses during the holidays, now your customers are used to coming to you and they will show up for the open house. **If at delivery you are going to just give the product to someone other than the customer at their house then you are better off just mailing the product to her.** If you are not going to have customer-contact on that delivery it is not worth it to deliver it to her. The point is to **DOUBLE the sale** or set up an interview.
16. **Product specials for the week or for the month.** Tell everyone about it.
17. **Always have a gift with purchase rather than a discount.**
18. **Do something Mary Kay every single day.** You OWN your business. What does a smart retailer do if something isn’t selling in their store – they put it where customers will see it – up front at the check-out counter. Get it out front where they can see it. Talk about it – let them hear about it.
19. In closing your sale, **ASSUME the close.** Don’t ask *IF*, but “**Will** that be check or credit card?” “I recommend the Oil-control Lotion for you. Do you need some sponges, too?” You’ll find that happening at the counter a lot. “Do you need a pen?” “**Would you like the Ultimate, the Miracle Plus, or just the Basic?**” or the Compromise close – “**Well, let’s at least start with your Basic. You can add to that at your next appointment.**”
20. **Be Direct with your customers.** It is part of getting out of that *wimpy thing*. “I would love to have you as my customer.” “I would love to have you on my team.” Tell them.
21. **Create Urgency.** It is important for the customer to buy today. That has something to do with your confidence level. It doesn’t happen the next day. **A Professional CLOSSES.** Talk about a **LIMITED**

**OFFER.** There has got to be a reason for them to do it now. The clock is ticking. There is no better time than right now.

Use the product, get excited, have fun, set your goal, expect the best and great things will happen for you as you build your business. Believe in the product, believe in the business, believe in yourself.

**If you will work as hard for yourself as you work for someone else YOU WILL be hugely successful!!!**