



# SELLING TIPS FOR THE LIMITED-EDITION<sup>†</sup> **MARY KAY<sup>®</sup> BEAUTY BOX**

This beautifully branded box contains an assortment of beauty and skin care must-haves that are sure to delight your customers! It's the perfect gift for any beauty enthusiast.

**Below are some tips and sample dialogues to help you market and sell the new limited-edition<sup>†</sup> Mary Kay<sup>®</sup> Beauty Box to your customers:**

**1**

**Create FOMO!** On launch day, you can host a Facebook Live of yourself opening the box to share the unboxing experience with your customers. Here are some talking points:

- It's only \$48, but the total suggested retail value is \$57!
- It's perfectly packaged and makes a great gift for family, friends or even yourself!
- You're not just gifting products, you're gifting a *beauty-full* experience!
- The box and its filler are 100% recyclable.

**Get social savvy!** Check out the August 2022 [Social Media Playbook](#) for more post ideas and prompts. Available on *Mary Kay InTouch*<sup>®</sup> > Resources > Digital Zone > Social Media Central > Social Media Playbooks.

**2**

**Offer an early order incentive!** Consider offering a gift to the first five, 10 or 15 customers who purchase the box from you.

**3**

**Share as a gift suggestion!** Recommend this box to those looking for the perfect gift as a way to celebrate and pamper their loved ones on their special days.

**4**

**Spread the love!** Use the talking points in Tip #1 to romance the box at your parties (in person, virtual and hybrid) and follow-up appointments. You could also send an *MKeCard*<sup>®</sup> or print the promotional flier to add to your product order deliveries.

**5**

**Post, tag and hashtag!** After launch day, upload a photo of the box to social media using #MaryKayBeautyBox.

**Sample Post:** *I just received my limited-edition #MaryKayBeautyBox today, and I'm so excited! Look at all these fun products! If you or someone you know would love to receive their very own beauty-in-a-box experience, please reach out to your Independent Beauty Consultant.*

**Need a wow-worthy image?** Visit the [Mary Kay<sup>®</sup> Digital Library](#) to find shareable assets. Available on *Mary Kay InTouch*<sup>®</sup> > Resources > Digital Zone > *Mary Kay*<sup>®</sup> Digital Library.

**6**

**Reach out!** Share your excitement about this new product with all your customers and inactive team members.

**Sample Message:** *Hi Mary! It's your Independent Beauty Consultant Suzie Q with some exciting news! Mary Kay just launched the limited-edition Mary Kay<sup>®</sup> Beauty Box, a perfectly packaged assortment of Mary Kay<sup>®</sup> fan-favorites that I know you'll love! [insert picture of box] I'm doing a 20-minute Facebook Live on Saturday in my Facebook Business Group at 6 p.m., and I would love for you to be there to share the unboxing experience with me. I hope you can make it and will invite your friends too! See you there! XOXO*

## **Ready to think *inside* the box?**

Visit *Mary Kay InTouch*<sup>®</sup> > Products > Product Central for resources and more information.



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