

MARY KAY CLINICAL SOLUTIONS™

SELLING TIPS

Check out the following tips and strategies from Independent Sales Directors for help sharing the *Mary Kay Clinical Solutions™* Retinol 0.5 Set with your customers:



INDEPENDENT SENIOR SALES DIRECTOR
LISA RAUPP

“Reach out to your customers who are on a skin care routine, and tell them about the new *Mary Kay Clinical Solutions™* products. Show them what the products have done for your skin by sharing your before-and-after photos with them. This can be a great way to motivate them to purchase the set!

Remind your skin care customers that girlfriends don't let their girlfriends wrinkle. Ask them, “Who do you know who might enjoy a product like *Mary Kay Clinical Solutions™*?” Then reach out to those referrals, and tell them about the set and what it can do for their skin. Explain how important it is to already be on a skin care regimen before using the set as motivation to get started on a *Mary Kay®* skin care routine.”



INDEPENDENT SENIOR SALES DIRECTOR
BRIDGETT MOORE

“Educate yourself about the *Mary Kay Clinical Solutions™* Retinol 0.5 Set and the science behind it so you can feel confident when talking about it with your customers. The *Clinical Solutions™ Confident* module is a great place to start! You can also share the Benefits Flier and Product Compatibility Guide from *Mary Kay InTouch®* with your customers to help them learn more about the set.”

INDEPENDENT SENIOR SALES DIRECTOR
AMY BOWMAN

“Educate your customers about the products on your Facebook Business Page, and share the results from the clinical trials. This can spark excitement and interest in the products and ultimately could lead to incremental sales! You might also consider creating a separate private VIP Facebook group to walk through the retinization process with your customers using the Retinization Tracker as your guide.”

MARY KAY

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.

“ Share *Mary Kay Clinical Solutions™* on your Facebook Business Page to help warm the market. Then consider offering a special incentive or hostess reward for customers who book an appointment with you to learn more and purchase the products.

Send a photo of the Benefits Flier along with a personal note via text message to your top skin care customers to tell them about this amazing product. Then invite them to a Facebook Live event on your Facebook Business Page where you can share information about the product, talk about your personal experience with it and explain how to use it.

Post fun, informational social media posts to create buzz and excitement about the products and to reach potential customers. You can refer to the *Mary Kay Clinical Solutions™* Social Media Playbook on *Mary Kay In Touch®* for ideas on how to make these posts special. This could also help open the door to customers wanting to try other *Mary Kay®* products as well! ”



INDEPENDENT SALES DIRECTOR
TANDY FISCHER

“ Consider offering a purchase-with-purchase special to your customers as an incentive to purchase the *Mary Kay Clinical Solutions™* Retinol 0.5 Set. For example, you can offer a customer something from her Wish List at a discount with the purchase of a *Mary Kay Clinical Solutions™* Retinol 0.5 Set.

Consider sending a brief survey to your customers to find out who uses retinol and who has been curious to learn more about *Mary Kay Clinical Solutions™*. You can offer a small incentive for those who respond to the survey and book an appointment with them! ”

INDEPENDENT SENIOR SALES DIRECTOR **ASHLEY CLINESMITH**



“ Create a short video to text out personally to friends, family and customers that has the highlights and featured benefits of *Mary Kay Clinical Solutions™*. You can also share videos from the Company that speak to the set. Few people are willing to read tons of facts, but many will click on a short video and watch it! Let them know you're selecting a few people to be a part of your customer panel test group and would love to get their feedback. People love to be asked and invited personally to participate.

Think about women who are celebrating birthdays through your Facebook notifications and different groups you're in, and give them a phone call that sounds something like, "Hi, Mary! I wanted to wish you a special happy birthday. I won't ask you how old you are (Ha!), but how young you can look is my business, and I'd love to offer you a personalized pampering session with the opportunity to learn more about and purchase our new *Mary Kay Clinical Solutions™* Retinol 0.5 Set that's proven to prevent AND reverse the signs of aging! Who are your besties you'd like to hang out with, either in person or virtually, and share this with?"

Host a fun virtual event like a Jeopardy game that gives facts and information in a fun and engaging way. People definitely can have "screen fatigue" and get weary of the same old thing, but throw in a game and some giveaway prizes in there, and they can't wait to jump on! ”



INDEPENDENT FUTURE
EXECUTIVE SENIOR SALES
DIRECTOR **BETH AUSTIN**

MARY KAY

All third-party trademarks, registered trademarks and service marks are the property of their respective owners.