

Sample Your Way to Sales Success!

MARY KAY

What's the best thing about product samples? They can turn into sales, lead to new **customers** and even **potential team members!** Ask any top Independent Beauty Consultant, and she'll tell you that samples are some of the best conversation-starters that can strongly influence purchasing decisions.

Whether you share them in person, mail them in a goodie bag or slip one in a product order for delivery, **samples are ideal ways to introduce new or existing customers to fabulous Mary Kay® products.**

Business-Building Tip:

Spread the word on your social media channels that Mary Kay lets you **try a product before you buy it** and backs it with the *Mary Kay® Satisfaction Guarantee*.

Samples fit in perfectly with the way you run your business and make it easy for you to let your customers "try before they buy." And that's a real Mary Kay business advantage that you'll want to share with everyone!

Because product sampling can be so **powerful**, Mary Kay offers a wide range of **samples** for skin care, color, body care and more. But to make samples **work hard for you**, you'll also want to be strategic about how you use them. **Consider them an investment in your sales success, customer loyalty and new customer acquisition plans.**

Unmask Your Natural Beauty!

Clear Proof® Deep-Cleansing Charcoal Mask, 4 oz.
Triple-action charcoal mask acts like a magnet to deep-clean pores.

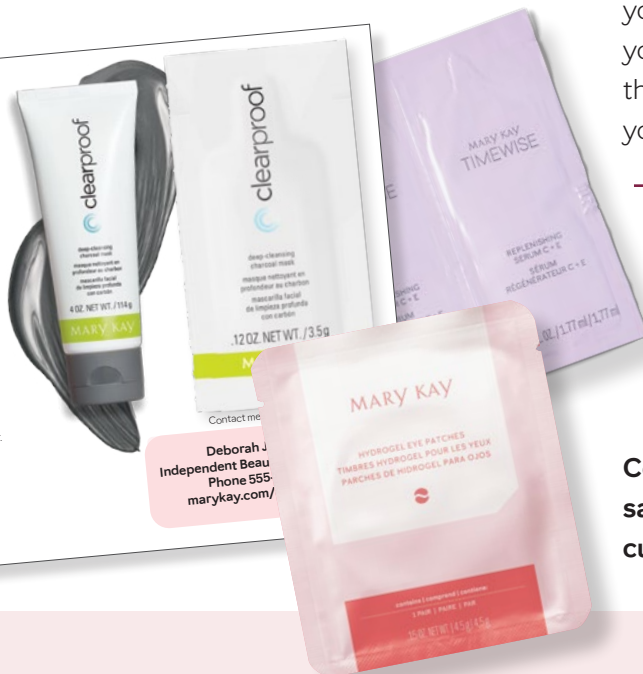
THE BENEFITS ARE CLEAR!

- Formula is clinically shown to instantly absorb excess oil and reduce shine.
- Honeysuckle and navy bean extracts shown to target the appearance of skin discoloration and help soothe skin.
- Extracts of rosemary and peppermint deliver a fresh scent to awaken your senses.
- This mask dries as it goes to work, gradually becoming lighter the longer you wear it.
- For all skin types.

HOW TO USE:

- Apply an even layer of the mask over clean skin. Wear it as a full mask, or apply it only to your T-zone where skin is commonly oilier.
- Leave on the skin for 10 to 20 minutes at a time.
- Rinse thoroughly with warm water, and pat dry. Follow with your skin care routine.
- Can be used two or three times a week.

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Experience Is Everything When It Comes to Sampling Success.

Whether you're sampling products in person or virtually, you want to create the most enticing, irresistible experience for your customers. Here are some sampling resources available through *MKConnections®* to help you create product sampling love:



1. Sample Cards present the product in a professional way. They are beautifully designed to capture attention and written to inform and engage the customer. And they present you as a beauty professional.



2. The Sample Mailing Kit, available through *MKConnections®*, includes everything you need to send samples to your customers, such as **personalized sample cards, shipping labels, bubble mailers** and more. What a convenient way to keep your samples organized and on their way to your customers!



3. The Sampler Pack includes **business cards, personalized heart seals** and **small gift bags** to help you hand out samples with ease and a polished look.



Who to Sample

You may want to share samples with warm and engaged prospects:

- ♥ Existing customers who are eager to try new products.
- ♥ Prospective customers who are looking to experience a product.
- ♥ Prospective team members who want to try a product.
Bonus: This shows them how samples can be used to grow a Mary Kay business!

TIPS ON HOW TO SAMPLE

- **KISS – Keep it simple, sweetie!** Your sample goodie bags don't have to be complicated. Consider keeping samples on hand that have broad appeal for when you meet potential customers. For example, something as simple as a *TimeWise*® Microdermabrasion Plus Set sample or a *Mary Kay Unlimited*® Lip Gloss sample with your business card in a small cello bag can work as a great hook to book. You can ask them if they would prefer to try color or skin care, and provide them with the sample based on their answer. Getting their contact information on the spot so you can follow up is key!
- **Sharing products virtually.** When conducting your business virtually, mailing out samples prior to the party is a great way to have your customers experience the products for themselves. The samples you include in these sample packs can be based on the type of party. For example, if the party is going to be skin care-focused, your sample pack could be as simple as a *TimeWise* *Miracle Set 3D*® sample, a *TimeWise*® Microdermabrasion Plus Set sample and a *Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15* sample, along with your business card and any literature you would like to share with them. For a color party, you can send a color card and a *Mary Kay Unlimited*® Lip Gloss sample.
- **Sharing products that don't have a sample.** If there isn't a sample available for a product you would like to share with your customers, not to worry! There are fact sheets and product videos that you can share. Or invite your customers to watch a product demo, share customer testimonials or create a virtual product experience by describing how a product smells, feels, looks and makes you feel after you use it. Think of this as product storytelling – capture the imagination, engage the senses and create the desire for a product sale that's backed by the *Mary Kay*® Satisfaction Guarantee.
- **Manage their expectations.** Samples for color products such as lipstick, eyeliner and foundation offer an immediate payoff to customers, as they experience the full effect instantly. Some skin care samples, however, provide just a taste of what's to come. Let your customers know that some skin care products take a little time to fully show their benefits.
- **Follow up two days later.** Following up with your customers to see what they thought of the product is the most important step to sampling, because if you don't follow up, you can't make a sale.

More Tips

For more great ideas on how to use *Mary Kay*® samples, visit the *Mary Kay InTouch*® Video Lounge. You'll find some helpful videos featuring independent sales force members who have experienced great success utilizing *Mary Kay*® product samples in their businesses.

*Over-the-counter drug product

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