

100 CUSTOMERS = 100% SUCCESS!

What would 100 “Basic” Customers Do For You?

A “Basic” Customer is someone who uses our skin care products and “a little color”. Look at the examples below:

Basic:

TW Cleanser/Moisturizer/Foundation	\$54 x 2/year=\$108.00
3 Lipsticks or Lip Glosses	\$13 x3/year= \$ 39.00
3 Eye Make-Up Remover	\$14 x 3/year=\$ 42.00
3 Mascaras	\$15 x 3/year=\$ 45.50
1 Custom Compact (less lipstick)	<u>\$52.50</u>
Subtotal	\$287.00

Pick one of the following 3 options:

1 ea Brow/Lip/Eye Pencils & 1 Pressed Powder compact \$64.00

Acne Treatment Gel/Satin Lips/TW Eye Cream \$51.00

Mary Kay Brush Collection \$48.00

Total Sales For The Year Would Be \$350+!
(Average sale need per customer per month is only \$25!)

100 Customers spending \$350 each	= \$35,000 Retail
Gross Profit For You	= \$17,500 Retail
Less 10% For Expenses	- \$ 3,500

NET PROFIT = \$14,000 or \$1,100+/Month!

What can YOU do?

Can you image if YOU were to commit to your Unit to build 100 customers and your success inspired 100 Consultants who each developed 100 Customers who each purchased \$300+ a year? Your success could break the belief barrier for other consultants to follow!!