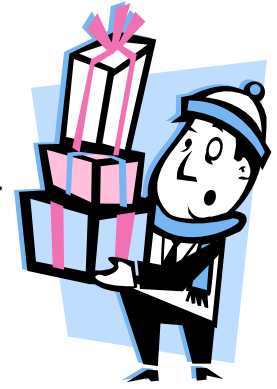


# Selling to Men: Tips to Remember



## Know Your Audience:

1. They don't enjoy going to the mall, shopping, or looking online for hours.
2. They aren't sure what they are looking for.
3. They look forward to suggestions.
4. They want her to feel special, loved, and appreciated.

## You Have Something to Offer:

1. You're a Mary Kay Beauty *Consultant*. Men know women love makeup. As a professional in this field, they will trust and value your opinion.
2. You have insight– You are a woman!
3. You know what she wants! That's why we have a wish list service.
4. We have a 100% Satisfaction Guarantee, just like the stores! She can always get whatever she wants.

## Things to Remember When You Call:

1. Be confident. Men will buy from you when they think you are trustworthy and believe in what you have to offer! Don't worry if they don't get "excited" about your gift ideas; that doesn't mean they aren't interested. Just present what you have to offer, and let them decide.
2. Be prepared with suggestions. Have her Wish List in front of you, as well as a list of versatile items any woman would be interested in.
3. Know what price options you would like to offer! \$150 - \$225 - \$299
4. Know the prices of what she has on her Wish List. Know how much a 12 Days Set would be with the things she listed that she wanted! He can meet every wish that way!
5. Have these questions in front of you so you can sound professional, and help figure out HIS Holiday shopping needs if he is unsure!

### Gifts Any Woman Would Love:

- Body Care Collections
  - Satin Hands
  - Private Spa Collection: Lotus and Bamboo or Red Tea and Fig
  - Limited Edition Holiday Sets: Glistening Winterberry or Creamy Frosted Vanilla
  - Mint Bliss Energizing Lotion for Feet & Legs
  - Deo Body Spritzer in Lotus & Bamboo or Red Tea and Fig
- Eau de Perfumes: Bella Belara, Affection, Journey, Belara, Elige, Velocity
- Eau de Toilettes: Passionfruit, Cotton, Honeysuckle, & Warm Amber
- Our Amazing Compact Pro
- Satin Lips
- Oil-Free Eye Makeup Remover or Mascara
- All Things Glamorous Gift Color Collection

### Help Me Meet Your Need:

1. Does your wife enjoy using fragrances, or do you think she would prefer a lightly scented lotion?
2. Would she prefer a natural or more dramatic look? (For example, would she look more like Jennifer Anniston or Marilyn Monroe?)
3. Does your wife do a lot with her hands? (examples: dishes, kids, gardening, etc.) Does she have chapped lips? Dry skin? etc....
4. Does she have a special dress she has just gotten (or likes to wear) for the holidays?
5. 99% of women said they saw a difference after using our skin care. Has she complained to you about her skin? Zits? etc.?
6. What would you like to pamper her with that she might not buy for herself?



## Examples of Great Scripts:

*Thanks to Ruthi Schultz*

### SCRIPT FOR MEN WHO ARE YOUR CLIENTS' HUSBANDS:

“Hi \_\_\_\_\_, I am so glad I got you on the phone. I wanted to ask you a quick holiday question about \_\_\_\_\_. Is she standing right there or can you talk? Great. This is \_\_\_\_\_, your wife’s personal consultant with MK, and I happen to know a few things that she would lo.o.o.ve to get for Christmas and I wondered if you wanted a few ideas, or do you already have her gifts all taken care of???”

You’d love some help – OK – well.....I can personalize something specifically to what I know she likes – anything from a couple of stocking stuffers to my favorite ... the ‘12 Days of Christmas’ basket. Do you need something that really makes a statement, or do you just need that little extra something?” (Don’t say anything till he tells you – pause and listen.)

**Need to make a statement?** “Then you definitely want the ‘12 Days of Christmas’ basket!! It’s a beautiful gold basket with 12 individually-wrapped gifts for each of the 12 Days before Christmas – you can give her one each day for 12 days (lay it on her pillow at night), or you can give it to her all at once – your choice! Then...all you have to do is make sure you get her a card – that’s it!”

**Need that little extra something?** “Then I have just the thing for you...!!!” (offer a Body Care Collection, Fragrance OR – Satin Lips Set.) Share what she has listed on her Wish List.

### CLOSING THE SALE:

(After you’ve gone over the questionnaire) “OK \_\_\_\_\_, now the only thing I need to find out from you is what price range you want me to work with. (If it’s the 12 Days of Christmas basket,) I do a very basic basket for \$150. It’s very nice, with 12 different gifts – each one is going to be just over \$10. I also have the ‘She Deserves It All’ basket for \$299 – it’s gorgeous and has everything to make her feel special. But the one most men go with is the one in the middle for \$225 – it’s very pampering, very beautiful ,and I’ll make sure I tuck in her favorites!!! Which basket would you like to bless her with?”

(*Shhhhhh – don’t say anything ‘til he gives you an answer*) “Great – would you like to take care of that with cash, check or card?”

### NOTE / BUSINESS CARD IN BASKET:

“It has been a pleasure putting together a Holiday basket ‘just for YOU!’ I will be contacting you in the next week or two to schedule a drop-by appointment with you and make sure you’re comfortable using everything you’ve received. Please know that all of our MK products have a 100% satisfaction guarantee and can be exchanged if necessary. If you have questions, please don’t hesitate to contact me! Enjoy!”