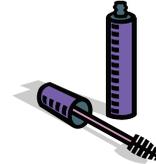




## The Power of a Mascara Sample



Here is an AWESOME idea from Dana Stone! Thanks so much for sharing this great selling/booking tool with us.

If it's not easy for you to talk to strangers or if warm chatter isn't your strong point, you will love this!

When you meet someone out and about, somehow get the question in "Do you like mascara?". They may think it's a strange question. To which you reply "The reason that I'm asking is that I'm a Skin Care Consultant with Mary Kay and we are conducting a survey on our new Ultimate Mascara. I'm handing out these free samples and gathering opinions. If you try it you will be entered into a drawing for a free one. All you have to do is try the product and let us know what you think. Is there any reason why you wouldn't want to take a free mascara sample? Great! Do you think you could possibly use it in the morning when you are applying your makeup? When would be a good time to call you tomorrow so that I can get your opinion and enter your name into the drawing? Great I will talk to you then!" :)

It is so important to call them the next day. Explain that they may win their free mascara by luck of the draw, OR by gathering 2 or 3 friends together who might like to give their own opinions about our skin care (She can even earn MORE free product). We don't necessarily have to approach this as hosting a class or party, but be sure to treat it like one as far as prep and follow up. At the beginning of the class, award your hostess with her FREE mascara!

Dana has had outstanding results. So far, 100% of the ladies she's followed up on have booked! From these bookings she's had \$950.00 in sales, 4 appointments/additional bookings and 2 potential recruits. WOW!

"I am really excited about the confidence that little sample of mascara gives me to talk to people. I hope others will have as much luck with this as I have!!!"

-Dana Stone

We should all utilize the great tool!

Happy Selling :)