




"BEE," A STAR CONSULTANT!



Other than your seasonal sales, here are some ideas to help generate activity for Star Consultant. Begin Power Start by committing to hold as many classes and facials as you can between now and the 15th. Keep in mind the goal is to create **new** customers!

Here Are Some Specific Ideas:

- 
1. **Penny Sale:** Tape a penny to your business cards. Tell people they can have any one item in the Look Book for a Penny when they schedule a party with you!
 2. **Challenge Broadcast:** Email or send a letter to customers sharing that you are in a challenge to sell 100 items by June 15!
 3. **Mascara Marathon Challenge:** Sell 100 mascaras or more – You're going to sell the most mascaras in our unit!
 4. **Silent Hostessing/Customer Contest:** Give 5-10 of your best customers a gallon Ziploc bag with ten sales tickets (you can make copies of the sales tickets) and a couple of Look Books.
 - a. Follow up in three-five days. If she generates ten new customers, she can choose any one item from the Look Book. Otherwise, you can give her 15% of what she sells in free products or 15% off her order
 - b. She fills the customer tickets out completely.
 5. **Bargain Basket:** Gather up all of your discontinued items and all of your overstocked items. When you make your deliveries, offer them a set sale price or a great discount.
 6. **Bag Sale:** Purchase the old-fashioned lunch bags and put some fun stickers on them. Mail them to your customers and tell them that when they fill the bag with Mary Kay products from you, they receive 15% off!
 - a. Bonus: When they book a class, they receive an additional gift!
 7. **Birthday Customers:** Birthday customers get 10-20% off!
- 