



# Think like a Retailer!



And be prepared for an increase in sales **AND** possible new team members!

**Ask yourself this question ...**  
*If you went into a department store to purchase an item and 50% of the items you wanted were not in stock, would you think the store was adequately prepared to service customers?*

## To be the best retailer you can be, you should:

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| <ol style="list-style-type: none"> <li>1. <b>Keep an <u>inventory</u>.</b> No product, no sale. Do you have, on your shelf, what women want?</li> <li>2. <b>Know your <u>products</u>.</b> If there are products in the lineup that you haven't tried, try them! Once you try them, you are sure to love them and want to share them.</li> <li>3. <b>Offer <u>personalized</u> service.</b> Always offer the professional personalized service your customers deserve and that would make Mary Kay proud.</li> <li>4. <b>Be <u>accessible</u>.</b> Convenience and accessibility is the key. If you don't have a Mary Kay</li> </ol> | <ol style="list-style-type: none"> <li>5. <b>Keep your Mary Kay business <u>in front</u> of your <u>customers</u>.</b> Stay in touch with customers' needs. Let them know what's new and exciting!</li> <li>6. <b>Get <u>The Look</u> into customers' hands.</b> The most convenient and cost-effective way to get <i>The Look</i> and other product news into the hands of customers is to enroll them in the Preferred Customer Program every quarter.</li> </ol> |
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## Sampling Sells

Have you ever gone into a department store's fragrance section and had someone spray a sample product on your arm or give you a sample to try? That is the best way to get customers to try and ultimately purchase. So, "think like a retailer" and make sure you are getting samples into the hands of your current customers and prospective new customers. It's been proven, sampling sells!



### **Remember Mary Kay's three-foot rule and sharing the product in an effort to meet new customers.**

- Always look your Mary Kay best, have a professional attitude, and be ready with a business card and sample for every woman within three feet of you when you go about your daily activities.
- **Follow up. Follow up. Follow up.** Give a customer time to try the product, and then follow up in a few days to see how she liked it. Sampling without follow-up is a waste of your sample.



## **Make sure you can check off these items with confidence!**

**I have an adequate amount of product on hand to service current and new customers!**

**I have a personal Mary Kay Website for my customers' shopping convenience!**

**My customers are enrolled to receive the next version of *The Look*!**

**I use samples to increase sales and introduce customers to new products!**