

SELLING MK PRODUCTS

LET'S TALK ABOUT SELLING FOR A MINUTE.....WHAT PERCEPTION DO YOU HAVE?

DO YOU THINK SALES PEOPLE ARE PUSHY, OFFENSIVE OR OBNOXIOUS?

IF SO.....HOW CAN YOU CHANGE THAT PERCEPTION?

HAVE THE ATTITUDE THAT EVERYONE IS SELLING SOMETHING.

YOUR ORTHODONTIST SELLS BRACES.
YOUR DOCTOR SELLS EXCEPTIONAL CARE
YOUR KIDS SELL YOU ON THAT TOY IN THE STORE
YOUR PASTOR SELLS YOU ON GOD

THE KEYS TO SELLING ARE: KNOWLEDGE OF YOUR SUBJECT OR PRODUCTS, PERSONAL SERVICE, ACCESSIBILITY AND LIKEABILITY.

THINK ABOUT SELLING AS AN INVITATION YOU ARE GIVING TO SOMEONE.

YOU ARE INVITING THEM TO TRY YOUR PRODUCT, EXPERIENCE THE BENEFITS AND SHARE THEIR OPINION.

IF YOU ARE KNOWLEDGEABLE, PROVIDE GREAT SERVICE, HAVE INVENTORY AND THEY LIKE YOU.....IT'S A NO-BRAINER!!

SO, LET'S LEARN TO DEVELOP THOSE SKILLS!!

PRODUCT KNOWLEDGE

USE YOUR PRODUCT GUIDE TO HELP YOU LEARN ABOUT YOUR PRODUCTS.

FOCUS ON: BENEFITS (WHAT DOES IT DO?)
HOW LONG DOES IT LAST?
VALUE (PRICE)
AVAILABILITY (WHEN CAN THEY GET IT?)

EXAMPLE:

THE MIRACLE SET: A PREMIUM COLLECTION OF AGE-FIGHTING PRODUCTS THAT WORK TOGETHER TO ACHIEVE MORE BEAUTIFUL SKIN.

IT LASTS APPROXIMATELY 3-4 MONTHS

REASONABLY PRICED

YOU CAN TAKE IT HOME WITH YOU TODAY

WORDS THAT SELL:

ANTI-AGING
AGE-DEFYING
REDUCING
RENEWING
FIRMING
ENERGIZING

GREAT SERVICE

GREAT SERVICE IS ANOTHER KEY TO YOUR SUCCESS. AS A CONSULTANT YOU CAN PERSONALLY ASSIST CUSTOMERS WITH THEIR SKIN CARE NEEDS.

PCP IS A MUST!! IT PROVIDES YOUR CUSTOMERS WITH A CATALOG OF AVAILABLE PRODUCTS AND WAYS TO SHOP FOR AND OBTAIN THOSE PRODUCTS.

A PERSONAL WEBSITE IS ALSO A HUGE BENEFIT. CUSTOMERS CAN SHOP 24/7. IT'S GREAT TO MAKE MONEY WHILE YOU SLEEP OR ARE ON VACATION.

IMMEDIATE DELIVERY. PROVIDE YOUR CUSTOMER WITH THE PRODUCTS SHE NEEDS ASAP!!

ACCESSIBILITY (PRODUCTS AND YOU)!!

DO YOU HAVE ADEQUATE INVENTORY TO SERVICE YOUR CUSTOMERS?

IF NOT, RE-INVEST OR WORK HARD TO STOCK YOUR SHELVES WITH PROFITS FROM SKIN CARE CLASSES.

CAN YOUR CUSTOMER GET IN TOUCH WITH YOU?

DO YOU HAVE A PRIVATE BUSINESS LINE?

IS THE MESSAGE RECORDED BY YOU?

DO YOU CALL BACK WITHIN 24 HOURS?

LIKEABILITY

PEOPLE USUALLY WANT TO DO BUSINESS WITH SOMEONE BECAUSE THEY "LIKE" THEM.

ARE YOU LIKEABLE?

DO YOU SMILE?

LOOK THE PART.....REMEMBER YOU ARE IN THE SKIN CARE, COSMETICS BUSINESS!!

ARE YOU PROFESSIONAL?

LANGUAGE.....CLEAN, NOT GOSSIPING AND POLITE.

OVER- STAY YOUR WELCOME? IT'S NICE TO VISIT, BUT NOT TO SPEND THE NIGHT.

QUESTIONS?

