

# Tips to help you achieve the *45 Customers in 45 Days Challenge*



In celebration of Mary Kay Inc.'s 45th anniversary, we want to challenge you to add 45 new customers to your Mary Kay business in 45 days.

With Mary Kay offering an incredible new line of mineral color products and a sleek, versatile new compact, what better time to build relationships and create new Mary Kay® brand lovers!

Between May 15 and June 30, we challenge you to introduce 45 new customers to the Mary Kay® brand. You can count any new customer that places a \$45 suggested retail order or more

during the challenge period. Remember that compacts sold to new customers during this challenge period can count toward both the \$45 suggested retail order to achieve this challenge and the *Color My Dreams Compact Sales Challenge*.

Here are nine suggestions to help you achieve the challenge and receive Seminar 2008 recognition, a charm for your Totally Charmed bracelet and have your name entered into a drawing to win a *fabulous Awards Night* makeover.

**Tip 1** Plan your days with purpose. Schedule time during each week of this challenge to focus on sharing the Mary Kay® products solely with new customers. Hand out one of the new Color Cards or *Sample Anything!* cards to at least six to eight people each week who could become new customers. Don't forget to attach your business card.

**Tip 2** Call your current customers and ask them if you could set up an appointment with each of them to try the new products. Offer them a free gift if they bring a person with them to enjoy the experience too.

**Tip 3** Try a "Double 30" faces in 30 days which means giving a facial to 60 faces in 30 days. Be sure to display gift sets at your appointments (for example, graduation and bridal gift sets) to entice customers. Go to the Mary Kay InTouch® Web site and search "Spring Merchandising Ideas" for more ideas.

**Tip 4** This time of year, help your customers show off a natural glow with the new Mary Kay® Subtle Tanning Lotion. Also, it's a great time to promote the Mary Kay® Sun Care Collection to help protect and replenish your customers' skin.

**Tip 5** Ask local business owners if you can place a drawing bowl/box in their businesses offering a complimentary facial every week. You might even give the business owners some samples of our fantastic products!

**Tip 6** Summer gives women even more reason to want to look fabulous in their summer outfits and swimsuits. It's a great time to promote the TimeWise® Cellu-Shape™ Contouring System.

**Tip 7** Romance the brush set at all your color appointments! With all the new color products, it's a GREAT time to demonstrate easy and professional application with the Mary Kay® Brush Collection.

**Tip 8** When closing a sale, ask for a referral of two to three people who you might be able to contact to try some new Mary Kay® products.

**Tip 9** Who doesn't want soft lips and smooth hands anytime of the year? Try promoting the Satin Lips® Set and Satin Hands® Pampering Set.

"Outstanding sales depend on your ability to think from the customer's point of view and understand and respond to your customer's best interests." — *Mary Kay*