

Upselling- Increases Your Sales

Hope you will copy this out and keep it by your phone for reference every time you have a customer on the phone!

Thank You Director Candi Kelly, for passing on this information!



Upselling or suggestive selling isn't just about getting them to buy more but it's about reminding them of other items that we have. I remember when the Look Book first came out and my own sister/consultant looked it over and noted that there were numerous products that she didn't know we had.

Uh-huh!! They don't know what you have for sale unless you tell them! It's just as easy as asking, "can I tell you about some of our new products?" Get their permission to tell more and then just tell them what you have. They won't buy unless they know what it is and how it will benefit them!

1. With just a few suggestions, selling one item can lead to selling another. It's really simple! From completing looks to gift-giving ideas, your customers will appreciate your product suggestions. And your bottom line may really appreciate it, too! Here are a few ways to make this selling season **Simply Irresistible:**
2. Nothing completes a look like perfect brows. Encourage your customers to frame their face and enhance their new look with one of our brow pencils – MK Signature™ Brow Liner or Classic Blonde Brow Definer Pencil.
3. Mascara – every girl needs it! Make sure your customers know the difference between Endless Performance, Waterproof and Flawless Mascara – and then sell them the one that's right for them.
4. A great eye look starts with Triple-Action® Eye Enhancer. Let them know that this glorious supplement not only helps eye color resist creasing and fading, it also minimizes the appearance of fine lines. It's never too early to start!
5. When wearing these new eye looks, make sure your customers know to remove their makeup at night – gently! Offer them Oil-Free Eye Makeup Remover. It removes without pulling and leaves the skin feeling soft and smooth.
6. Beautiful cheeks need a good foundation – like our TimeWise® Dual-Coverage Powder Foundation – or one of the other great Mary Kay® foundation formulas. Help customers choose the right shade for their skin.
7. If they haven't tried it yet, be sure to introduce your customers to TimeWise® skin care! This revolutionary skin care system keeps age in check – and leaves skin feeling soft, smooth and ready for those new looks.
8. Remind your customers that they can look great even when they don't get a full night's sleep. Instant-Action® Eye Cream works wonders to minimize the appearance of puffiness, while helping skin look firmer and smoother.
9. To keep oily shine under control, introduce your customers to Oil Mattifier! This amazing product works instantly to absorb oil. It goes on evenly and can be reapplied throughout the day – perfect for summer!
10. Looking for the perfect birthday present? Thank-you gift? Or way to pamper? Offer your customers the new line of compacts. It's a great way to give – or get – a new look, complete and ready to go. Offer gift certificates...
11. Have younger customers? Remind them that the Velocity® skin care line is just what they need to keep their skin fresh and ready for these fab new looks!