

21 WAYS TO FINISH YOUR STAR!

Sapphire - \$1800 wholesale

Ruby - \$2400 wholesale

Diamond - \$3000 wholesale

Emerald - \$3600 wholesale

Pearl - \$4800 wholesale

STEP 1 – *What is your goal?* _____

STEP 2 – *How much wholesale do you have in for the quarter?* _____

STEP 3 – *How much wholesale do you need to do to finish?* _____

STEP 4 – *How much retail do you need to sell weekly & daily to finish?* _____

STEP 5 – *How many qualified team members will you add to increase your level?* _____

STEP 6 – *How many interviews/guests do you need to have to reach your recruiting goal?* _____

1. Book and hold 5 NEW parties in the next 2 weeks.
2. Book 3 guests to your meeting this week and offer 1 glamour item at 50% off when she orders \$30.
3. Contact Preferred Customers to set up 10 *On-The-Go* appts to show them NEW products.
4. Book 5-10 customers who work outside of the home to be Silent Hostesses. Offer them \$25 free for every \$100 retail they sell. Prepare packets with The Look and sales tickets.
5. Demo Satin Hands or Microdermabrasion on 5 people/day this week.
6. Have a 24/24 in 24 Challenge.
7. Have a 24 in 24 Lipstick Challenge.
8. Be a *One Day Wonder* at work, with your family, with customers & friends – sell 24 items in 24 hours. Who could do the One Day Wonder Challenge for you at work?
9. Sell STAR Gift Certificates.
10. Contact customers with birthday this month to book their *Birthday Makeover*. Offer them 15% off when they share their appt with 2 friends.
11. Contact husbands of customers with anniversaries to offer gift buying services.
12. Contact husbands for gift buying ideas for the current holiday.
13. Contact basic skin care customers and introduce one other product line. Offer 15% off purchases of body care, sun care & fragrances.
14. Enroll family members – challenge mom, husband, son, daughter, etc to sell \$100.
15. Hold a *Phone Lottery* – contact as many customers as you can in 1 hour for reorders and tell them 1 customer will get her order for free.
16. Sell *Gift Baskets* for....Holidays, Teacher Appreciation Week, Secretary's Day, Administrative Staff Day, Appreciating Working Women Week, Graduates, Mother's Day, Father's Day, etc.
17. Hand out 10 product samples or "stuffed Look Books" every day this week and follow up for feedback and orders.
18. Do your own personal reorder. Are you using Mary Kay from head to toe?
19. Order products for gifts for your personal friends and family this month.
20. Invest in the NEW products coming out this quarter.
21. Build your inventory to a *Full Store* level (at least \$4200 wholesale on your shelf).