

The Power of 100 Basic Skin Care Customers

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Just as we would customize our customer's glamour, we need to be able to customize skin care as well. We need to be knowledgeable enough about skin care and our customer's needs to find the ideal program for her with our products. That means knowing our products inside and out—how they work, what they do, and how they feel. We have 100% satisfaction guaranteed and the best customer service going, so there is no reason why people shouldn't be leaving with skin care.

Skin care is the most dependable and strong part of our reorder business. Your goal is to develop A+ customers—those on at least 4 sets in Mary Kay.

Just looking at the numbers for 100 basic skin care customers based on averages, these numbers are not guaranteed:

Typically each year a customer will purchase-

*Initially, 2 sets on the roll-up sheet—usually the basic skin care set with eye makeup remover, and the day and night solution: $\$99 \times 100 = \$9,900$ retail

*Reorder of 2 cleansers and 1 moisturizer: $\$64$ total $\times 100$ customers = $\$6,400$

*1 additional set of Day and Night solution: $\$64$ total $\times 100 = \$6,400$

*2 sets of a skin care supplement, ie. microdermabrasion: $\$110 \times 100 = \$11,000$

*2 additional eye makeup removers: $\$30 \times 100 = \$3,000$

TOTALS: $\$36,700$ retail/ $\$18,350$ w/s

Now add in foundation (mineral powder or CC cream for instance):

4 foundations: $\$80 \times 100 = \$8,000$ retail

2 brushes: $\$20 \times 100 = \$2,000$

The TOTAL for skin care and mineral powder for 100 customers a year would equal $\$46,700$ retail and at a 60/40 split, ***$\$18,680$ PROFIT! This does not include any glamour, body care or limited edition line purchases!***

$\$46,700$ retail is more than enough for ***Court of Sales EVERY YEAR!***

$\$18,680$ profit and a diamond ring—it's worth it to build to 100 skin care customers!!