

24 X 24 X 24 CHALLENGE

SELLING product is the way to star...and here is a fabulous idea, that you could work this weekendIt's called the 24 X 24 X 24 challenge.

You take 24 hours (or longer if you really need to, only you are counting...but it does create urgency!)

Call, text, or email 24 people (does not have to be customers – think of acquaintances, co-workers, grandmas, or in-laws)

If they are the first 24 to purchase \$24.00 worth of product, they will earn ONE half price item from you!

Here are the numbers:

The 24/24/24 completed leads to 576.00 retail in sales, then with the 1/2 off item you have more to add to your wholesale:

576.00 retail sales means you are restocking or ordering in 288.00 wholesale (and that is if they ONLY order 24.00 exactly) if you are on profit level of 2400-4800 wholesale on your shelf.

IF NOT at profit level -you can reinvest your profits - ordering 576.00 wholesale PLUS. I always encourage the 1/2 off items in skin care/day-night/serum c/microderm/brushes and when 24 get 50.00 items (or more) at 1/2 off-that adds 600.00 wholesale to your order 24x25=600!!! (plus the next time you reorder they will either be paying full price or booking to get a discount again)

So your order (if on profit level) would be 288 + 600 =888 wholesale

Don't take time to analyze this – just do it! Remember, most tickets are going to be more than \$24.00! Couple this with your existing selling appointments, or ones you will be making, and even if you are \$1200 away...you could still be a team player and earn your star!

Scripts:

Phone or Email:

Email tip: be sure and put something FUN to catch their attention in the subject line – ie. "what item would you like at half price from Mary Kay"?

Hey Girls

I have a challenge of 24-24-24 from my Director!!!!

MY goal is to be the first in my unit to sell \$24 in product to 24 gals in 24 hours.

Check out my website at www.marykay.com/yournamehere & fall in LOVE with our amazing mineral eye & cheek colors or pick a FABulous new spring look!!!

Buy \$24 in product & receive any other item at 1/2 price!!!!

Here are my best suggestions for your HALF off items-

DAY/NIGHT solution-normally 60.00 at 1/2 off 30.00

REPLENISHING SERUM PLUS C normally 55.00 at 1/2 off 27.50

MICRODERMABRASION normally 55.00 at 1/2 off 27.50

THINK of fun stuff for you and for gift giving (Easter Baskets/Mother's Day/Briday Showers/Baby Showers)

Let me know what you need to keep you gorgeous!

SHARE the SAVINGS: Pass this on to a friend & when they pick their \$24 and a 1/2 off item, you receive ANOTHER half price item..... who do you know???

Thanks for helping me be the FIRST to finish and WIN the challenge!!!

YOUR NAME

Texting: "I have a special deal for a half price item from mary kay...simple...are you interested?? "

" first 24 to respond with \$24.00 order of MK products, earns one item of choice at half price"

You can "Copy" and 'paste' this script right into your own email....to save time! Get to calling, emailing and texting, and share your victories with me – if you finish, I want to feature your story...or if it just brings great results, we want to crow about you! If you have not made some great customer service calls recently, this is perfect....they do run out of product, and will buy it somewhere, if they dont' hear from you!

Happy Selling your way to Star! (pick out a prize!) Krista