

Trash it Sale

by M. Groller

Objective (The Why?)

- To create an opportunity to reach out to customers that you met through the year and maybe never held a follow up.
- To help customers purchase those items on their “wish list” at a discount.
- To Provide a “beauty bar” experience where customers can try, smell and fall in love with MK products. Similarly to a “Sephora” experience, customers can relax and try what Mary Kay has to offer in a “beauty bar” environment.
- To create an opportunity where customers are able to trash/swap out their old non-mary kay products with new MK. Many of our customers receive gifts or trend boxes where other products from non-MK are featured, but what if they had the chance to swap and try the MK version at a discount? I have found that many customers fall in love with the MK version!
- To create a MK experience with a goal of having MK everywhere in their daily routine.
- To thank your customers with an opportunity to take advantage of special pricing.

Personal Goals

- To help you reach your seminar goals and move some products.
- To reconnect with “lost” customers.
- To make new connections and generate new bookings. (Guests are given an incentive to bring a friend or two to the event)

Planning Your Event

Date & Invitations

- Choose either before Mother’s Day or After Memorial Day
- Send out Invites 3-4 weeks prior to event and create a FB Event
- You should aim to mail invites, email, share through Social Media and Text

Environment

Keep it simple! This is a relaxed shopping experience. Your customers will enjoy having the opportunity to try what MK has to offer and “Spring Clean” their make-up bag and drawers. If you want to offer a snack maybe lemonade and cookies.

You will need a few stations: check in, shop and closing area

Check in Station

Clipboards with sales slips Look books	<u>Pink tickets</u> Customers write their names on the ticket for a later drawing	<u>Glass jar for tickets</u> After check-out place tickets in a pretty jar or basket. (3 lucky guests will receive an extra gift!)
<u>Pretty bucket or bin</u> Here you can trash the items (keep it simple but CUTE)	Pens Customer Profiles	<u>Donation Basket</u> I offer extra tickets with each donation item. (Join a local charity/mission in the community)

Shopping Area

<u>Area for skincare</u> Display Sets and supplements (I like to place them on pretty chargers and using the beauty books opened to the page for info)	<u>Suncare</u> Share an area with suncare items and offer an extra discount or bundle.	<u>Gifts</u> End of the year teacher gifts. Mother's Day Gifts Graduation Bridal
<u>Color Cosmetics</u> Beauty bar like (create a place where customers can try and see what MK has to offer in color cosmetics. Make sure to use compacts to display shadows and cheeks)	<u>Smelly area</u> Display MK scents and lotions. Place a small jar with coffee beans.	<u>Satin Hands and Lips</u> Customers can try Satin Hands and Lips.

Closing

Money Bag	Date Book Book a summer look or class with customers. And appointments with NEW customers.	<u>DVD/Links</u> Great opportunity to layer potential team members.
Roll-Up Bag Close your customers with the Roll up close!	Customer Profiles Here you can update your customer's wish list or help them update their skincare routine.	

Process (How does it work?)

Customers arrive with their “junk”/unwanted items to trash.

1. Count the items and place them in the “trash bin”
2. Customer receives one ticket per item. (Ex: Jen brings 5 items she gets 5 tickets.
3. Customer receives a clipboard, pen and tickets (I clip the tickets to the clipboard)
4. Customer fills our Sales Slip and placed their name on the tickets

Shopping Time

1. Customer shops and tries MK
2. They write down items on their slip

Closing

1. When finished customer will have their list of items that they would like to purchase
2. You will now complete a closing
 - a. Check that all info in complete on sales slip
 - b. Check the number of tickets
 - c. Tally up and apply discount (1 discounted item per ticket)
 - d. Review Roll-up and wish list with customer
3. Once you have total collect money and book a follow up (this is your opportunity to rebook and review the SHOT program)
4. Place Tickets in “Glass jar” for a drawing at the end of the event

Incentive (Discounts)

Note: Before creating incentives, take inventory of what you have on hand.

This is up to you, but I do the following:

Skincare 30% OFF Sets and Timewise 20% single items	Suncare 40% OFF ALL items with SPF	Gifts Buy 2, Get 1 30%OFF
Color Cosmetics 50% OFF Color (Lips, cheeks and eyes)	Smelly area 30% OFF Perfumes and lotions	Satin Hands and Lips 30% OFF