

Selling to Men: Tips to Remember

Know Your Audience:

1. They don't enjoy going to the mall, shopping, or looking online for hours.
2. They aren't sure what they are looking for.
3. They look forward to suggestions.
4. They want her to feel special, loved, and appreciated.



You Have Something to Offer:

1. You're a Mary Kay Beauty **Consultant**. Men know women love makeup. As a professional in this field, they will trust and value your opinion.
2. You have insight– You are a woman!
3. You know what she wants! That's why we have a wish list service.
4. We have a 100% Satisfaction Guarantee, just like the stores! She can always get whatever she wants.

Things to Remember When You Call:

1. Be confident. Men will buy from you when they think you are trustworthy and believe in what you have to offer! Don't worry if they don't get "excited" about your gift ideas; that doesn't mean they aren't interested. Just present what you have to offer, and let them decide.
2. Be prepared with suggestions. Have her Wish List in front of you, as well as a list of versatile items any woman would be interested in.
3. Know what price options you would like to offer! \$150 - \$225 - \$299
4. Know the prices of what she has on her Wish List. Know how much a 12 Days Set would be with the things she listed that she wanted! He can meet every wish that way!
5. Have these questions in front of you so you can sound professional, and help figure out HIS Holiday shopping needs if he is unsure!

Gifts Any Woman Would Love:

- **Satin Hands** in Vanilla Sugar, Peach Satin or Fragrance Free
- **Eau de Perfumes:** Bella Belara, Journey, Belara, Velocity & New Thinking of You!
 - Limited-Edition Thinking of You Lotion
- **Eau de Toilettes:** Fragrance, Body Lotion, Shower Gel, &/or Sugar Scrub in Forever Orchid, Passionfruit, Simply Cotton or Warm Amber
- **Our Amazing Compact Pro**
- **Satin Lips**
- **Oil-Free Eye Makeup Remover**
- **Ultimate Mascara**
- **Metro Chic Color Collection**

Help Me Meet Your Need:

1. Does your wife enjoy using fragrances, or do you think she would prefer a lightly scented lotion?
2. Would she prefer a natural or more dramatic look? (For example, would she look more like Jennifer Anniston or Marilyn Monroe?)
3. Does your wife do a lot with her hands? (examples: dishes, kids, gardening, etc.) Does she have chapped lips? Dry skin? etc....
4. Does she have a special dress she has just gotten (or likes to wear) for the holidays?
5. 99% of women said they saw a difference after using our skin care. Has she complained to you about her skin? Zits? etc.?
6. What would you like to pamper her with that she might not buy for herself?

Examples of Great Scripts:

Thanks to Ruthi Schultz

SCRIPT FOR MEN WHO ARE YOUR CLIENTS' HUSBANDS:

"Hi _____, I am so glad I got you on the phone. I wanted to ask you a quick holiday question about _____. Is she standing right there or can you talk? Great. This is _____, your wife's personal consultant with MK, and I happen to know a few things that she would lo.o.o.ve to get for Christmas and I wondered if you wanted a few ideas, or do you already have her gifts all taken care of???"

You'd love some help – OK – well.....I can personalize something specifically to what I know she likes – anything from a couple of stocking stuffers to my favorite ... the '12 Days of Christmas' basket. Do you need something that really makes a statement, or do you just need that little extra something?" (Don't say anything till he tells you – pause and listen.)

Need to make a statement? "Then you definitely want the '12 Days of Christmas' basket!! It's a beautiful gold basket with 12 individually-wrapped gifts for each of the 12 Days before Christmas – you can give her one each day for 12 days (lay it on her pillow at night), or you can give it to her all at once – your choice! Then...all you have to do is make sure you get her a card – that's it!"

Need that little extra something? "Then I have just the thing for you...!!!" (offer a Body Care Collection, Fragrance OR – Satin Lips Set.) Share what she has listed on her Wish List.

CLOSING THE SALE: *(After you've gone over the questionnaire)*

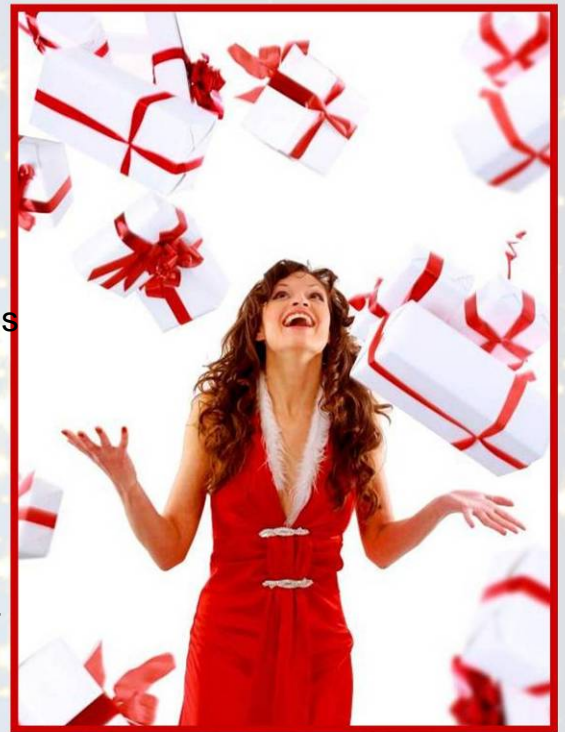
"OK _____, now the only thing I need to find out from you is what price range you want me to work with. (If it's the 12 Days of Christmas basket,) I do a very basic basket for \$150. It's very nice, with 12 different gifts – each one is going to be just over \$10. I also have the 'She Deserves It All' basket for \$299 – it's gorgeous and has everything to make her feel special. But the one most men go with is the one in the middle for \$225 – it's very pampering, very beautiful, and I'll make sure I tuck in her favorites!!! Which basket would you like to bless her with?"

(Shhhhhh – don't say anything 'til he gives you an answer)

"Great – would you like to take care of that with cash, check or card?"

NOTE / BUSINESS CARD IN BASKET:

"It has been a pleasure putting together a Holiday basket 'just for YOU!' I will be contacting you in the next week or two to schedule a drop-by appointment with you and make sure you're comfortable using everything you've received. Please know that all of our MK products have a 100% satisfaction guarantee and can be exchanged if necessary. If you have questions, please don't hesitate to contact me! Enjoy!"



For Even More Great Holiday Ideas Visit www.unitcommunity.com/holiday

Calling All Men Script 2! (Original Author Unknown)

Men are so much fun to work with for gift giving ... especially for the Holidays! The clock is ticking away ... yet ...how many men do you think have finished shopping for the women on their list? I bet only 1 or 2 out of 100!!! It's easy to work with them.

Here's the simple dialogue:

"So, Jack, have you finished your Holiday shopping yet? No? Well, how many women on your list? 3? Who are they? Your mom, your wife, and your secretary? I would love to help you ... make the selections, gift wrap and deliver. . . you won't have to do a thing and yet. . . you'll get to take all the credit. . . how's that sound? What's your budget for each one? \$100 for your wife? \$50 for your mom and \$25 for your secretary? Great! I can put something really nice together for you and make it look beautiful so that when you present it to them, they'll think you're a Prince. . . I'll even include a Gift Certificate for a Complimentary Pampering Session after the New Year. And, . . . if they would rather have something else, I would be happy to help them with their exchange after the holiday. How would you like to pay for it, cash, check or plastic? Is there anyone else? Where are you having your big holiday meal? I have another after-the-holiday idea to show your appreciation for all the work that your hostess did to make your holiday enjoyable. And, one last thing, what other guys do you know who would appreciate my Gift Service? Thanks, ____! You'll have to let me know how great you looked to the women on your list and remember how easy it was, because I can help you with Valentine's Day, birthdays, anniversaries, Secretary's Day, and any other special appreciation or get well gift giving you might have in the future."



Christmas Pillow Gift: Wouldn't YOU Love to Get This?

This is a small, beautifully-wrapped gift that a husband puts on his wife's pillow Christmas night-- after all the other gifts have been opened, the mess is cleaned up, dinner is over, and the guests have gone.

The tag says: "This is for you because I appreciate you and all that you do for us." Ask the men you know, "Have you purchased your Pillow Gift for your wife?" Of course, he will ask what it is and you can tell him and then offer to wrap it for him. You can also tell him that this will make him a true hero in her life!!

You could include a little poem that goes:

For all that you are and all that you do. This gift is to show you how much I love you.

OR:

This is a PILLOW GIFT as you can see Given with love to you, from me Given because I'm glad that you're in my life Because I am so grateful you are my wife Given because I appreciate all that you do Because life wouldn't be the same without you Given with all the love I can give For a wonderful life, as long as we live! Merry Christmas, Darling. Thank you for all the things you do to make my life special!!

Even when men tell you they have finished their Christmas shopping as sometimes they tell you yes whether they have or not...you can ask them if they remembered their Pillow Gift.

Put a small gift certificate including a free pampering session in the box--maybe a Satin Lips Set or a bath gel...just about anything. I recommend ***Thinking of You!*** Hope we all sell bunches and make many women very happy (men, too)!!!



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