



Ideas to Stir Up Great Sales & Appointments in October

Trick or Treat special for your customers.

Trick or Treat bags (give clients 20% off whatever they can fit into the bag)

Mary Kay Halloween Mask Special -- Eye Mast, Lip Mask, Masking Cleansers & Regular Masks!



Great Pumpkin Lottery -- get someone who works in an office to take orders. After the sheet is filled, one lucky goblin gets her order free! You could also do this on the phone -- have a phone lottery! Everyone who places an order - their name goes in and you draw a lucky winner! Use the Spa sets or the Belara/Journey/Elige survey idea! (Spray on cotton balls, fragrance cards, whatever -- just get it out there and it will SELL!)

Tailgate Party -- you could do this on a Saturday or Sunday afternoon, from 1-5 p.m. Get your customers to wear their favorite team jersey (optional) and just drop by for fun (pretzels, popcorn, beer (root), & ale (ginger) and let them shop! You could have a special Football Frenzy Discount!

Have a **Spooktacular Sale!** Great to do the week of Halloween! Another cute way to contact all your best Goblins (customers)!

Appointments



Offer a Boo-ty Night at your home! Do quick 1-hour appointments (use a Fall Glamour Look).

Test Panel -- this is working like crazy! Use it! Call it a Trick or Treat Night for Moms Only!

Test Panel Script: Hi, _____, this is _____ with Mary Kay Cosmetics. Do you have a quick minute? Great! I have been asked to do a test market in this area, and I thought of you right away. It's really simple -- you just test some of our new products and you give me your opinion! PLUS, you will receive a \$10 gift certificate just for testing the products! I will be conducting two different test panels, and I am really excited to see what you will think. Which would work best for you, _____ or _____? (schedule her, then say) If you know someone who would be interested in testing these new products, let me know, because if you bring them, you will receive a \$15 gift certificate. No tricks, I promise!

Invite guests to a Thrilling Halloween Party! Makeup tricks and fun treats for all!

Ghost Shows

Call 10 of your best friends and/or customers and ask them to do a GHOST SHOW for you this week. Give them some brochures and sales tickets. Ask them to make sure the sales tickets are filled out completely with names, addresses and phone numbers...then you can contact them later for a holiday glamour makeover. The BEST part is you are working smart, not HARD! If each person sells just \$100 this week, you have a \$1000 WEEK and a bunch of new customer contacts for November!

