

## Subject: SAMPLER FRIDAY

From Deb Dudas

Sampler Friday gets its name from the fact that I worked 70 hours a week- mostly 3-11 and midnights and **EVERY Friday I forced myself to spend from 7am-11 am after work to build my business.** SO- Each Week- I chose a product. Put a sheet 1-30 on a clipboard. You are going to ask 30 people that day to try a new Mary Kay Product. Have your Makeup on and Look SHARP! I always keep a few brochures and cards with me also.

It's SOOOO easy. You can do this with current customers and new potential customers. I don't really care- I just want you OUT to build your business!!!! **(This is NOT a desk job!)** Walk up and **say, "Today's Sampler Friday and every Friday I sample a new Mary Kay product to 30 people that I meet. This week's product is HAND CREAM. Put out your hand (SQUIRT) doesn't it feel great?? It normally sells for \$7.50 and today, it's on sale for \$6.00." (SMILE)** Then I have her sign her name that she was one of the people that tried it and see if it can go anywhere. Have fun with it! I've handed MOUSSE through Drive through windows on paper towels! Everybody loves something FREE!

Here are some hints. Use a full size product

- A) It's Section 1
- B) It eliminates the question HOW BIG IS IT OR HOW DOES IT COME?
- C) It's a cheap way to sample 30 people.

What this does:

- 1) Builds a local business wherever you go.
- 2) **Makes you known as "the Mary Kay Lady."** --Whether they buy it or not- makes no difference. What we're looking for is recognition that YOU sell Mary Kay. If a lead develops (and it usually does) GREAT!!!! If not - they can refer you to others.
- 3) **Makes you feel great to offer something to someone.**
- 4) **Builds incredible warm chatter skills and self-confidence.** I always teach my unit to remember that they are the BEST walking entertainment in America!! Take this lightly, smile and **have an impact on 30 people.** Each week at my meeting - I tell them that when all 60 of us do this on Friday that 1800 (60 x 30) people will find out that we have a business on that day! Wow!

This is not a one shot idea. It's to be worked each and every week - it's your commitment to building a large customer base. Use simple products that need no props and are quick. (i.e. Hand Cream, Embrace Happiness Lotion, Triple Action Eye Enhancer, etc.)

How big did my customer base get?? In my **first 5 months** of the business, I had earned the use of my first Mary Kay car, recruited 17 people, was on target for National Court of Sales and **had 300 customers in my base**--WHILE I still continued to work the 60-70 hrs a week. The customer base continued to grow until I had 1200 on Preferred Customer Program.

I will tell you- **I HAD A BURNING DESIRE TO CHANGE MY LIFE AND WANTED TO DO WHATEVER IT TOOK TO BUILD MY CUSTOMER BASE.** Was I tired?? YES. Did it matter?? NO. Every time I'd get tired I would remind myself about what this company could do for my family. And I'd Go again. And I never wanted minimum stuff, guys. ***I wanted the BIG STUFF.*** I continued to work 60-70 hrs a week at the hospital laboratory for my first 3 years in Mary Kay developing that customer base and personal consultant base. Then, we went into Directorship - won a Grand Prix in Qualification, a Cadillac in 9 months, \$400,000 our first year and then the trips started. Was it worth it? YES. Did I learn to hustle and MOVE?? YES. NO regrets. Just DO it. And DO IT FAST. And learn the basic skills and become a MASTER at them!!!! They will pay you over and over the rest of your life!!!!

Love you! Deb Dudas