

What I have learned in working with the new foundations for the past two weeks!

Here are some tips and tricks I have learned in the past two weeks of Testing out the new foundations on my customers. This is not in any organized fashion, but just some things I learned!

1. If you have existing customers, call them first to experiment and show them the 'new'. Remember it will not necessarily replace their current foundation, but it's a new option. Out of 25 who have tried it so far, 21 have converted, 3 chose to stay on mineral powders (their skin is gorgeous and they need not change, but did add the primer) and one chose to stay on her crème to powder foundation (more profit per ounce, so I am not complaining!)
2. I told my customers that I love to be an expert in my field, and would value their opinion, and the practice with their skin. I was amazed at the customers who were ready and willing to do so, even if they still have full containers of their current shades. (I kinda think they were ready for something new!) Several said, *"I love it when Mary Kay comes out with something new and you call me....it's always fun!"*
3. I made a list of those customers who are on full coverage, (as we will need to switch them,) those on current medium coverage, those on crème to powder, and those on our optional cream foundations – most of the time, they are on those products for coverage, which is what the new timewise delivers!
4. If they are not current customers: Call and tell them how excited you are about our newest Product launch, which is expected to be record-breaking with Mary Kay. Tell them to bring their current foundation with them, so you can see what color she is currently wearing. It gives them value for what they have been purchasing. (out of the three I facialed who were not on our products, they all switched from their 'other' brand).

### **Demonstration of products**

I built my samplers through 'trials'. Carried the company zip bags and just used a shallow plastic storage box. (Did not have the time to order in the carrier with the company, but that is a great option.) As I opened new boxes to try the foundation on customers, one of two things would happen : 1. It would be the right shade and they would take that with them with their purchase, or 2. It was the wrong shade, and it went into my zip bag as a demo. At the end of the two weeks, I had a great collection, of both formulas , that I then took the time to "write off" as demo's.

### **Demonstration tips:**

1. You will need to 'ditch', in your mind, the former coloring system in our other foundations – they will not match up like you think they will – the conversion chart is a starting point. Many times, I did not tell my customer what color I was applying to her, as the number will be totally different than what she is currently using!
2. Stripe three shades that are close to the 'foundation finder', and when using the foundation finder, look 'straight on' with it....an angle, will give you a different color. Don't strip their whole face with the color you choose, as you will most likely have to wash again, and try another one.

3. Give the colors about two minutes to dry. I am finding that the color dries lighter, so when you first put it on, it will look wrong, but as it blends and dries, it will be different. (primer must dry as well, for about 90 seconds).
4. Use a new, brush for each demonstration. All of them have purchased the brush, so she can take it with her. (If she does not, or opts for her current foundation, write it off as a demo brush for you).
5. What I pack and take for existing customers' appointments (some of these has been parties, some double facials). Disposable cleansing cloths, moisturizers, primer, foundation brushes and time wise foundations (all fits in my box). Then I do have the new eye and cheek crème colors, in a Palette (from Michaels) and we do a quick 'smattering' of color – and I have sold a lot of those too! This may become my 'smatter' of color at my parties, allowing me to still book that custom advanced color appointment. (also sold some of the disposable cleansing cloths, as many had not seen those yet – they are timewise users).
6. Also – packed in my bag is the conversion chart (memorize the back side of that for "colors"), and the company foundation sheet, found on intouch, under the new foundation tab. Baby shampoo sampler bottles (to teach them how to wash their brush) and hair clips. Sponge wedges work great on the crème cheek color, and sponge tips for the crème eye colors. I don't want their fingers in those products!
7. Recruiting information packed in your bag! As always, a new product launch is an exciting time to join Mary Kay – it's like a new 'ground floor' opportunity for your prospects!

Next step for me, is to start using these at Sensational Skin Care Parties – will let you know what I learn there as I introduce them alongside our miracle set.

**To powder or not to powder....** I had many customers ask me about 'setting' this foundation with powder, as previously we sold powder as a 'finishing touch' to add more staying power for foundation, and to absorb oil. I think you give the customer the choice. It will be like 'freshener withdrawal' that we had in the past when we converted from classic skin care to Timewise; women were so used to using a freshener, that they opted to continue that practice. We usually never sell a freshener to a new customer who is trying Timewise for the first time. Remember the primer actually is now the product that gives the "staying power" to the foundation. Powder over Luminous, actually diminishes the dewy fresh look that customer is looking for, and the microbeads in the new Matte Wear, absorbs excess oil. But if the customer wants to continue to add powder, that is certainly her choice. (The company recommends loose and pressed powder, and not Minerla Powder, as that would put foundation over foundation. Personally, I have dusted with the mineral powder and it's fine.)