

Client Glamour Portfolio
(Saved in Word under teaching outlines)

This is a great tool to keep you, and your clients excited and close to the product. The closer and more excited they are about the product, the greater their purchases and receptivity to the opportunity.

Remember to do this for yourself first so that you have it to show to your clients. Additionally, your excitement is the key to successfully promoting anything to anyone.

You can use this tool to book over the phone, at OTG's, facials, parties and of course to teach them one of the other looks. This could also be used to re-excite consultants who have lost their passion by doing this for them and some of their friends, family or clients.

There are suggested words to use at the bottom of this document.

Tools Needed:

MK Intouch

MK Personal Website

Some type of portfolio folder (I use see through report folders from Office Depot. 6 for \$2.68)

Look Books

Set Sheet

Sales Ticket

Referral Sheet

Tape

Product Samples

Before and After Portfolio Page to affix her pictures if you desire to build a portfolio. If doing this, you will also need to take your camera.

If building a portfolio you will also need a binder with clear sheet protectors.

Brush Sets, Compact Pros etc. for purchase

Customer Profile and/or Questionnaire from MK Intouch (see below)

The Customer Profile has all the information you need except the type of look your client would like to create, natural, classic or dramatic.

Your Printed I Story

Step 1

Go to your Intouch Website, click on Business Tools, click on online makeover, click on create a look, select a client(...new client, existing client, or no customer-just play with color).

- You can print the questionnaire page blank to carry with you to have the client fill out at any appt., then you could enter their answers later to create their look.
- You can also use these questionnaires to gain their info while phone booking to create their look and portfolio.

Step 2

From MK Intouch, print the look, and the application tips page. This second page will give you application tips for eyes, blush, and lips. You can also print the other available looks for your client. For example, if she has chosen a Natural Look, you could also print the Classic and Dramatic looks and include those in her portfolio as well, with or without samples.

Step 3

Go to www.Robertjonesbeauty.com, click on conversion charts and print the first seven pages to include in your clients portfolio.

Step 4

Suggested assembly of the portfolio.

Her personalized look with samples taped to that page

Application Tips page

7 pages from conversion charts

Referral Sheet

Set Sheet

Look Book

Sales Ticket

Your Printed I Story

Suggested Phraseology

On the Phone:

Hi _____, this is _____, do you have a quick minute? Great! I am so excited I can hardly stand it. How would it make you feel if you could have a fool proof, paint my number portfolio that made you feel like your skin and glamour looked like a Million Dollars? In fact, tell me what frustrates you most in relation to your skin and/or glamour?I have made a note about that and that is so fixable!. Grab your calendar or datebook and lets find a time to meet that need, have some fun while we build your satisfaction and confidence.

Now _____, I know you are going to be so excited about how great you look and you are going to fall in love with a lot of the products you get to play in. If I am right, would you like to pay full retail, get it at a discount or have it totally free? (This is your booking approach to turn the appt. into a party, and you know what to do from here)

Booking Phraseology at an Appt.

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Additional Ideas

- By using this as an incentive for the follow up to be shared with friends, you can dramatically increase your class bookings, profit, team members etc.
- Since this appointment is generally not your first appointment with this client, she will most likely already have her Skin Care and Customized Skin Care items. With that thought in mind, fill a Compact Pro with all the eye colors, blush colors, lip and eye pencils, and applicators for the client's natural, classic and dramatic looks. Fill in any empty spaces you might have with a bronzer, highlighter etc. Add their Mascara, Lipsticks and Lip Gloss colors, Concealer, and Facial Highlighting Pen in a cute bag. Know exactly what the price is so that when you are closing the sale, you can present her with the ***“option to have everything she needs to look her absolute best in any situation!”***
- While you do your one on one consultation with another guest, have the remaining guests fill out the Glamour Questionnaire from InTouch, while they are watching the Beauty Insider DVD. This will go a long way toward solidifying your second booking.
- Use the tools mentioned above to create Looks for your out of town clients which you could send with samples.
- Be prepared to sell a lot more glamour products.