



As a Beauty Consultant, you have the opportunity to make the lives of your customers more beautiful... and not just because the products you offer can make them look and feel great! You can provide them with gorgeous gift sets for everyone on their holiday lists, while taking the stress out of shopping. This is for businesses as well as your personal customers! Don't forget, people purchase gifts for the company! By offering your service, you may just make that person's day and holiday season so much more enjoyable!!! Plus, you may open the door to offer them the gift of a lifetime by introducing them to the Mary Kay opportunity! Isn't it great to represent a Company whose mission is to enrich women's lives?

## CORPORATE VS. CONSUMER SALES

1. Corporate buyers want to buy. They are actively looking for products and services that help them run their businesses more effectively. They want to save time, save money, increase sales, and increase productivity. There are purchasing agents whose sole job is to buy. Giving is MANDATORY!
2. Corporate buyers are spending other people's money. Most companies have written gift policies. Many believe the government tax-deduction limit of \$25 is too low and often spend more. One report says upper managers prefer gifts in the \$50 range, and senior executives spend \$100 or more.
3. Corporate buyers are sophisticated. They appreciate and are willing to pay for the extra touch.
4. Corporate buyers read. Your written material must stress the benefits of your service, not just the features.
5. Corporate sales involve a multi-step process. Make your contact via phone or direct mail. You must get past the gatekeeper. "What is your call regarding?" Respond, "This is about the gifts she is needing." Or, "This is about a gift for you."
6. Corporate buying involves multiple buying influences--an administrative assistant, her boss, and whoever authorizes payment. Some corporations have a committee to whom you have to give a presentation. Don't fear this process. Be encouraged to know the company has an active gift-giving program. They are predisposed to buy.

### GIVE THE GIFT OF BEAUTY!



The corporate gift business is not satisfied by food anymore; they want warmer, more personal, and more fun gifts. They want fresh, hip ideas that have a sensibility of, "It's not just the money; I really care about you." They want to personalize and acknowledge hard work. Acknowledging stress gives a little more permission to be casual. Aromatherapy, potpourri, and perfume are great feminine gifts which are personal and creative.

Corporate sales require a different approach and commitment than consumer sales, but if you show corporate clients how your gift service can help them reach their goals, you'll watch your business soar. It's nice work, so get on the phone, stop by that office, follow up with that fax, and CLOSE THE DEAL! Also remember that these gift buyers are busy just like everyone else! They appreciate short, to-the-point letters without a lot of "fluff" and cartoon pictures. You are a professional beauty consultant, and your letter to them should reflect that.

