

Selling Serum C - What can it do for your income?

**Do customer service calls and demonstrate this product to EVERYONE!!
Do this with excitement!!!**

“Hi _____ this is _____, do you have a quick minute? Great! I am calling because we have an amazing new product.....I would love for you to test market our new Serum +C! It is AMAZING! It is a ‘face lift in a pump’ and includes vitamin C and plumps the collagen in your skin for a more youthful appearance!!! I would love for you to try this product for 40% off the regular price of \$55 retail, (\$33), which is approximately a month’s supply. Is there any reason why you wouldn’t want to try it today?”

Finish this transaction and then follow these steps:

1. **Call her after one week** for a customer service call ..”How is your Serum + C working?” (let her know you will check in another week)
2. **Call her after two weeks** for a customer service call. Call again and ask “How is your Serum + C working? Can you see results?” (follow up with last week’s conversation)
3. **Call week three** (21 days to create a new habit!) Call and ask, “How is the Serum + C—aren’t you loving it? Are you ready for your second month’s supply? I have some great news for you!! You can get on my auto-renewal system for the Serum + C and get the sets each month for 10% off forever!!!!!!” You can do this on a credit card—have them sign on the sales ticket and return it to you so that you have her permission to send & charge her credit card each month.

CHECK OUT THESE NUMBERS!!

Sell each set for \$55—once they get the discount of 10% - you profit \$22 per serum! Depending on the ‘special’ you offer, the numbers below may vary slightly.

# of customers Using Serum	At \$55 retail sales/month	Retail prod sales/year	60/40 split 40 % profit/mo	40% profit per year	wholesale ordered/mo
25	\$1375	\$16,500	\$550	\$6600	\$687.50
50	\$2,750	\$33,000	\$1100	\$13,200	\$1375
75	\$4125	\$49,500	\$1650	\$19,800	\$2062.50
100	\$5,500	\$66,000	\$2200	\$26,400	\$2750

****These numbers don’t include any other re-orders or new orders for other products!!
AMAZING!! You could be a STAR every quarter and on National Court of Sales for sure!! Build to 100—you will gradually begin to see the results! This doesn’t even include your commissions if you have team members doing the same thing!! WOW!**