



PRESENTING THE 5 BASIC SKIN CARE STEPS

QUESTIONS TO ASK GUESTS AT A SHOW

Getting to know the specific skin care concerns of each guest is very important. You will then be better prepared to recommend the right products for them. Happy customers who are seeing results will bring you future referrals as well as thousands of dollars a year in repeat income.

Here are some questions to ask guests to better understand their skin type and skin concerns.

1. *Tell me about your skin. What skin type do you think you have?*

Most people will tell you they have combination skin—oily on the nose and forehead. They think they are combo but many times that is not the case.

If they say they are combo, be sure you ask, “Do you find that you break out?” If so, ask them where they typically break out (chin, cheeks etc.) and how often it occurs. Is it weekly, daily, monthly? If it is outside of the T-Zone area, recommend the Deep Pore Trio. The Gentle Trio will generally be too rich for this skin type and may cause additional break-outs. Only give a Combo Trio to those individuals who don't break out.

2. *Are you currently using anything special on your face?*

The answer to this question will give you an idea of what she is currently using. Is it a system, a mix of product brands, soap, etc.? It also gives you an idea of how much money she has been spending on her skin care products. If she tells you that she uses whatever she finds on sale, that means she is not loyal to any skin care products. If she says she uses a very expensive product line, that tells you she is used to spending money on skin care products and may think that pricey products will perform better. If she doesn't use anything, that means she really needs to be educated on the importance of using a skin care system if she wants to have younger, healthier looking skin.

If she tells you she's been using ABC brand for ten years and loves them ask, “What do you love most about the product that you are currently using?” Listen to her answer and then educate her on why L'BRI would be the better choice.

If someone says that they are not willing to give L'BRI a try respond with, “I appreciate you being honest with me, but I just have to ask you, if something better were to come along, something that would give you even better results than what you are currently receiving, wouldn't you want to know about it and give it a try?” Then proceed with, “I'd love to treat you to some samples to try so you can discover for yourself how amazing L'BRI products are. Would you enjoy trying some samples and comparing them to what you are currently using? I'd love to see what you think!”

If she says that she doesn't use anything because her skin is so sensitive your response should be, “No problem. L'BRI was especially made just for you! L'BRI products have proven to work well on all types of skin including even the most sensitive skin because all of the ingredients are meant to be gentle and safe while still providing you with optimum results.”

If someone is using a line of skin care products that are not natural ask, “If you had a choice of using chemical-based products on your skin or natural-based products, which would you choose?” Most people will respond with “natural.” Proceed to explain the benefits of L'BRI products by using the *L'BRI vs. The Competition* brochure and then offer her samples to try.

3. If there was one or two things you could change about your skin, what would it be?

If she has been using ABC brand for years and she tells you that she is concerned about open pores or wrinkles, then she is not getting the best results from the brand she is currently using. If she says that she is concerned about loss of firmness, then you will know to recommend the Maxifirm to her. Knowing which concerns guests have will help you to better guide them to the products they need the most.

POINTS TO COVER DURING YOUR PRESENTATIONS

The importance of forming a twice-a-day skin care habit

It is important to help guests understand that in order for them to receive optimum results from our products, they must get into the habit of using them twice a day. You can say, "In order for you to receive the results from using L'BRI products that I shared with you today, it will be important to use your skin care regimen twice a day. You only get one precious face per lifetime, and you spend 7 days a week, 24 hours a day, 365 days a year AGING! That's right! Your skin is exposed to so many damaging elements: the cold, heat, air conditioning, wind. Your skin is also affected by stress, medication and more."

"Therefore, what you do to take care of your skin on a daily basis will determine how young and healthy your skin will look five, ten, fifteen years from now. I'm sure you'll agree that five minutes, twice a day is not too much time to spend to keep your skin young, healthy and glowing. Using L'BRI skin care products twice a day, every day will keep those wrinkles away!"

Why it is not good to mix product brands

Teach your customers that it is never a good idea to use a mix of different skin care products to take care of their skin. You can say, "You should never mix brand A cleanser with brand B moisturizer. L'BRI products are formulated to work together synergistically to provide you with optimum results. It's okay to mix lipsticks or eyeshadows (color products), but never skin care products, no matter which skin care brand you choose to use."

An effective close to the presentation

Whether you are doing a Show, one-on-one presentation or online presentation, how you close your presentation after your demonstration is important. You want to make sure that guests know you are dedicated to ensuring that they get the best results, and that you will be following up with them as part of your service. Follow-up is critical to your long-term success and is a key factor to enjoying high monthly repeat income.

After your demonstration ask if anyone has any questions. Then continue with, "I really enjoyed meeting all of you. I hope you enjoyed our time together and that you feel you have learned about L'BRI skin care and the benefits you will receive when using them. Not only will you be getting the best products, but in addition to that... guess what... you are also getting me!"

"I will be checking in with you to make sure you are getting the results that we talked about today. During the first 30 days of you using the products, I will need to connect with you to ask you a few questions and to make sure that your skin is responding to your new skin care routine."

"Keep in mind that L'BRI products are corrective, and it will take your skin anywhere from 4 to 8 weeks to do a complete turn-around. By the end of the first week, you will notice how nice your skin looks and feels, and your skin will continue to improve in the months ahead. The key thing to remember — you must use the products twice a day in order to see the results that we talked about today."

Help each guest with their order and ask them what is the best way for you to contact them. Then be sure to do your job and follow-up with your new customers. Getting into the habit of following up with your customers will bring you happy customers, more referrals, more bookings and thousands of dollars in repeat income.