



SEVEN KEY TIPS ON HOW TO SAMPLE YOUR WAY TO SUCCESS

1. Always be **SAMPLE READY**

- Have samples in your purse, in the car and at home so when the opportunities arise you are ready.
- At a minimum, have the Facial Masque and Rejuvenating Facial Peel “wow” products and the Power of Aloe booklet. It’s also good to have a couple skin care sample sets.

2. Opportunities exist **EVERYWHERE**

- Wherever you find yourself, you can find an opportunity to sample—the grocery store, doctor’s office, the gym, out shopping, at a restaurant, a social gathering, sporting event.
- Don’t pre-judge situations or people as you never know where one contact will lead.

3. **CREATE A CONNECTION**

- Don’t just give out samples randomly. You need to make an individual connection to better understand what best to offer them and to be able to follow up and develop a relationship.
- An easy way to engage is:
 - An easy way to start the conversation is to ask questions: “What’s most important to you in skin care?” or “Are you using anything special for your skin?”

4. Be selective on what you give

- Gauge which sample you give based upon their interest level.
 - MILDLY interested – If the person really likes what they are currently using, then offer them the Facial Masque or Rejuvenating Facial Peel and a Power of Aloe booklet. It’s a great way to introduce them to the benefits of L'BRI.
 - VERY interested – If the person is looking for a skin care solution and/or is really excited about L'BRI, then offer them a skin care sample set.

5. Get their **CONTACT INFO**

- Always record their contact information.
- It’s important to follow up to get their feedback on the samples.
- If they don’t want to provide contact info, it’s OK to ask them for the samples back. Many times they will then share their information.

6. Hand out samples **CONSISTENTLY**

- As the old saying goes, “Practice makes perfect.” The more you sample, the easier it becomes and the more momentum it builds for your business.
- The more consistently you sample, the more you engage, the more you grow your customer base and your business.
- Everyone has skin and uses some form of skin care! You are offering them the opportunity to try something that could be more effective, healthier and often more affordable.

7. **FOLLOW UP! FOLLOW UP! FOLLOW UP!**

- Giving the sample is just the first step. It’s critical to follow up to gather their feedback.
- This is the critical step in converting a potential lead into a new customer.