

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 L’BRI vs. Competition brochure. 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.
- Two easy ways to engage are:
 - Compliment them on something... “I love your earrings!”
 - Ask their opinion. “What’s most important to you in skin care?”

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 L’BRI vs. the Competition brochure. 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 have a notebook and pen at the ready.
- It’s important to be able to follow up to get their feedback on how the samples compare to what they are using.
- 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.
- Women everywhere are using skin care. You are offering them the opportunity to try something that could be more effective, healthier and often more affordable. Sampling is a great way to connect and to build your customer base.

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.