

motives®
by loren ridinger

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Are you struggling in your MA business?

...struggling to retail?

...struggling to recruit?



You are not alone!

But...

If you follow a few simple
steps, you can make a
breakthrough!

What is a Breakthrough?

When you are heading down a certain path and you get **STUCK!**

A breakthrough is a moment in time when it all changes suddenly and what seemed impossible becomes **POSSIBLE!**

What is a Breakthrough?

It is when you step up and take action, and you decide you are not going to settle for less than you are capable of!

You take back control of your life and breakthrough to another level of success!

By doing this you will create lasting change.

THE BIG
QUESTION IS...



How can I make a *breakthrough*
and start making money right
now & ensure a residual income
building a legacy that I can
leave behind forever?

The answer is simple...

RETAIL

to

RECRUIT!

Cosmetics is a \$23 Billion Dollar Industry!

Making people look and feel good makes money!

Sales grew over 18% in the past five years.

The internet has become the most popular way to purchase beauty.



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- Top of The Line Cosmetics
- Cutting Edge Technology
- Highest Quality Ingredients
- Hypoallergenic
- Non-comedogenic
- Desirable and Attractive Packaging
- Affordable Pricing



Motives® by Loren Ridinger

- Anyone can sell Motives!
- You don't have to be a makeup artist
- You do not need any experience
- Just get customers to replace what they are currently buying with our products!
- Buy some catalogs and talk to everyone about Motives

Business Building Tools for Success

➔ Motives Catalogs

Cost: \$6.75 - Code: #3514

➔ Motives Mini Website

Cost: \$40 - Code: #6060

➔ Application Training DVD's

Volume 1 Learn the Basics - Cost: \$4.99 - Code: #17080

Volume 2 Exotic Eyes - Cost: \$4.99 - Code: #17082

Volume 3 Smoky Eyes - Cost: \$4.99 - Code: #17083

Volume 4 Bold Colors - Cost: \$4.99 - Code: #17084

Volume 5 Red Carpet Ready - #17085



*Knowing how to retail
effectively is vital to
your success!*



Retailing Effectively

Comes down to three simple things:

1. Building Relationships
2. Strengthening Communication Skills
3. Knowing how to “close the sale”

Building Relationships

- You need to build relationships the old fashion way - one customer at a time!
- This is referred to as One-to-One Marketing.
- The goal of One-to-One Marketing is to provide a greater variety of products to a small portfolio of exceptional customers.
- So many companies have lost that personal touch in business.

Building Relationships

- Studies have shown that in business, buying decisions are twice as likely to be based on emotional reasons rather than logical reasons.
- The emotional reason customers buy is because of **YOU!**
- Connecting with the client and getting them to like “you” is going to be very important.

Building Relationships

- Start by taking a look at yourself - Are you a product of the product?
- Are you personally using the products you are promoting?
- You need to be the walking billboard for your product.

Communication

- The next step is to strengthen your skills in communication.
- Work on your listening skills- you have two ears and one mouth you should listen twice as much as you speak!
- Get to know your customers better by learning how to ask the right questions.

Communication

Always ask open-ended questions. These type of questions create a dialog and cannot be answered with a simple “yes” or “no”.

Open-ended questions begin with...

- Who
- What
- When
- Where
- Why
- How
- Describe

Communication

1. What products are you currently using?
2. What do you like about what you are currently using?
3. What do you feel you are still not getting from those products?
4. What results are you looking for?
5. What are your main concerns?
6. If I could solve one thing for you today what would it be?

Communication

- Knowledge is power and finding out as much as you can about each customer is very important.
- Asking those key questions will allow the customer to open up to you and share information.
- But, the power really comes from knowing how to use your knowledge!

Closing Techniques

- Knowing what to say and when to say it can be difficult.
- What is important is that when you are recommending products to your customers that you are linking the products benefits to your customers concerns.
- Focus your statements on “WIIFM” (what’s in it for me). Customers will buy if there is good enough reason behind what the product will do for them personally.

Closing Techniques

- When closing a sale assume that your customer is buying everything.
- Never fear asking for the sale.
- Don't fall into the trap of not asking...

Remember if your customer is not buying their products from you, then they are buying them from someone else.

Closing Techniques

Be confident and do not stop at your first 'no'.

When a customer says 'no' they mean 'know' because you have not given them enough information to make an educated decision to buy your products.

Sales is really about sharing your knowledge and educating your customers.

Closing Techniques

One of the most successful closing techniques is called Recap Closing.

This is when you walk your customer through all the products you used and reiterate the importance of each one.

Closing Techniques

Example:

Ok Mrs. Smith, let's recap everything we used on you today and discuss which items you will need to get started with in order to achieve your new look everyday.

Retail Profit

Examples Of Products Used During A Makeover

Customer #1:	BV	DIST. COST	RETAIL
Timeless Prescription Anti-Aging Essential Kit	72.5	\$88	\$123.95
Matriskin™	84	\$105	\$149.95
Essential Brush Set	12	\$25	\$35
Custom Blend Foundation	9	\$15	\$45
Foundation Brush	7	\$12.5	\$17.50
Photo Finish Pressed Powder	14.5	\$17.50	\$24.50
Kabuki Brush	4	\$10	\$13.95
Blush	8	\$9.50	\$13.50
Eye Base	8.5	\$10	\$14
2 Eye Shadows	14	\$17	\$24
Brow Kit	17.5	\$21.75	\$29.95
Gel Eye Liner	9	\$11.25	\$15.75
Lustrafy Mascara	10	\$12	\$16.95
Lip Crayon	8	\$10	\$14
Rich Formula Lipstick	8	\$10	\$14
Pucker Up Lip Plumper	9.5	\$11.50	\$16

Retail Profit

<u>Customer #2:</u>	<u>BV</u>	<u>DIST. COST</u>	<u>RETAIL</u>
Custom Blend Foundation	9	\$15	\$45
Foundation Brush	7	\$12.5	\$17.50
Photo Finish Pressed Powder	14.5	\$17.50	\$24.50
Kabuki Brush	4	\$10	\$13.95
Blush	8	\$9.50	\$13.50
Eye Base	8.5	\$10	\$14
2 Eye Shadows	14	\$17	\$24
Brow Kit	17.5	\$21.75	\$29.95
Gel Eye Liner	9	\$11.25	\$15.75
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Retail Profit

TOTALS FOR 1 HOUR OF WORK -

Customer #1 - BV: 295.5 Dist. Cost: \$386 Retail: \$568
Profit \$182.00 47% Return on Cost of Goods

Customer #2 - BV: 119 Dist. Cost: \$158 Retail: \$245.10
Profit \$87.10 55% Return on Cost of Goods

Retail to Recruit

Once you start to make retail profits on a regular basis the next step is to start to create residual income.

Residual income comes from building a strong sales organization by recruiting the right people.

There are many methods to recruit new distributors:

- Direct Method
- Referral Method
- Through Current Retail Customers

Retail to Recruit

- One of the easiest methods is recruiting distributors from your current retail customers.
- Any customer that purchases from you three consecutive quarters should be approached to become a distributor.
- It is an easier method because those customers already use and love our products!
- Example: You can ask your customers do they want to continue to buy their products at retail or would they like to learn how to save money and buy them at cost?

Retail to Recruit

You need to find good strong people that will lead you to more people.

Key characteristics to look for:

- Someone with a strong enough “why”
- People who are driven
- People who are already experiencing levels of success
- People who possess good communication skills and are polished
- People that can afford to be in the business
- People who want more time and financial freedom

Retail to Recruit

The most important thing to remember is do not get discouraged, keep pushing forward and do not give up.

It may not always be easy, but if you stay focused on your outcome, keep taking action daily you will see lasting change.

Keep your business open everyday!

Creating Lasting Change

It all comes down to these words:

- I should sell retail.
- I should recruit more people.
- I should sell tickets.

Creating Lasting Change

If you want lasting change, turn your “shoulds” into “musts”-

- I MUST sell retail.
- I MUST recruit more people.
- I MUST sell tickets.

And then you will ensure a residual income and leave a legacy.

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