

BOUTIQUE BASKET/BUCKET INCENTIVES

This is a terrific way to organize and display your incentive products for Gift-with-Purchase, Booking, listening to the Marketing Plan, or attending a Guest Event! By Sr. NSD Pat Danforth

Is it frustrating when you are in a hurry and need an *incentive product* ... yet you have to **find** & **“wrap”** it?

Do you have **samples, color cards, discontinued limited edition products** that you could use as incentives and reasons to follow-up?

Would you like a **guideline for how much to give**?

Are you confused about **tracking incentive products**?

These are simple suggestions based on my own personal business experience. You may alter the values of any of these incentives ... I think the most important thing is that we are consistent and fair with people ... and that we have these at our fingertips!

The **BASKET/BUCKET** can have sections built-in, you can divide it into sections with small open-topped boxes, or you can have the incentive products mixed together.

The **INCENTIVE PRODUCTS** are designated into three values:

- * **PINK RIBBON = up to \$1 cost to you** (ie. Microdermabrasion sampler, Satin Hands Pampering Set packet, Satin Hand Cream sampler, TW Body Hand and Décolleté Cream sampler, Fragrance sampler, Extra Emollient Night Cream sampler, Ultimate Mascara sampler, etc.)
These incentives are for filling out a Skin Care Survey on the go, giving me a reorder referral and games played at parties such as the Follow-up Facial game...
- * **WHITE RIBBON = between \$2-\$3 cost to you** (ie. Dash Out the Door Card with a mini Mascara, eye shadow applicator & cotton ball; Color card with a mini Mascara, eye shadow applicator & cotton ball; Brow Tools, Eye Shadow, break up a PCP gift, etc.)
These incentives are for \$15-\$30 reorders; giving me referrals, games at parties such as the Winning Ticket or Referral game ...
- * **PURPLE RIBBON = \$4-\$7 cost to you** (ie. PCP Gift, discontinued Limited Edition product, Satin Lip Balm, full-size Hand Cream, Lip Gloss, Nail Polish, etc.)
These incentives are for \$40+ reorders; listening to the Marketing Hotline or doing a Career Chat; giving Guest List within 48 hours of booking; attending a Guest Event...



It is easy, and most economical, to purchase the large spools of **“Curly Ribbon”** and **Cellophane Bags** in large quantities and keep these and a pair of scissors with your Mary Kay products. (I buy the ‘Gusseted Cellophane Bags’ in sizes 2.5” x6” and 3.5” x 7.5” for the pink & white ribbon gifts and 5” x 11” for purple ribbon items from www.mygirlfriendshouse.com)

Gather the incentive products you want to put in your basket and make a yearly **SALES TICKET** that reflects all of the Section I products (you are already “writing off” the Section II samplers so you don’t need to track them). I keep one ticket going for the entire year and add to it as I add to the basket. At the end of the year I know how much to “write off” as product incentives without having to track each separate item!