

## Placing a Sample Pack

When the moment occurs to talk about what you do or the opportunity to give a sample pack out you will want to use the right words and intention to place the sample pack and let the person know you are giving it to how you will be following up.

### ROLE PLAY

*"I'm with a Swiss skin care company and we have an anti-aging line that people are going crazy over. I'd love to give you a "sample pack" if you would be interested in using it. **Don't hand it to them yet. They will say yes or no and then you proceed.***

*Let me explain how you use it because it just takes a little bit. Just put a little pin hole at the top. That way it will last you for 4 or 5 days. Don't rip apart the steps. Just role it up and place it in a glass that way you won't lose any of it.*

*The directions are here on the inside of the packet and so are the ingredients. Once you read this you'll know why people are going crazy for it. The first step is the Cleanser - add a little water - cleanses the skin and removes makeup - leave your skin soft and supple, toner is normally in a spray bottle - so just put a tiny bit on a cotton ball - this is a restoring toner, a little serum - great for firming the skin and works on diminishing fine lines and wrinkles, eye cream use day and night it's great for firming the eye area and reducing puffiness and dark circles - day cream is ultra hydrating and has spf 20 for protecting, use the night cream at night to repair and restore your skin while you sleep..*

Don't give it yet - ask: "Will you be able to start right away?"

*"I don't have a lot of these at the moment, because they are in demand – **Wait for them to take it out of your hand.***

*Don't use anything but this while you are sampling it - there are no harsh chemicals or animal by products - you will see the results right away if you use it alone. I'm so excited for you to try it and can't wait to hear what you think.*

*I'll just jot down your number to give you a call to see how you are doing and see if you have any questions".*

### Key To Placing A Sample Pack

1. Creating Excitement about using it.
2. Getting a commitment that they will use it.
3. Getting a phone number to follow up.
4. Following up.