

image | let's talk

... about selling more makeup

Makeup is one of the easiest products to sell once you initiate a system that encourages clients to buy. In fact, during the great depression of the early 1930s, the cosmetics industry was one of the few that prospered. The government even imposed a luxury tax on beauty pioneers Elizabeth Arden and Helena Rubenstein so they could reap some of the profits from these

I have worked with many types of clients in various venues: from fashion shows to photo shoots, bridal to special occasion, society women and TV personalities. I have applied makeup in salons, spas, department stores, modeling and cosmetology schools, as a freelance artist and in my own business. My favorite and most rewarding type of client is the professional woman who

Qualify each step of the makeup application process to make sure your client likes the color you used and the way it looks.

lucrative beauty companies. It was established long ago that there are certain things a woman—and today, some men—will not live without and, luckily for us, one of them is makeup.

No “selling” required

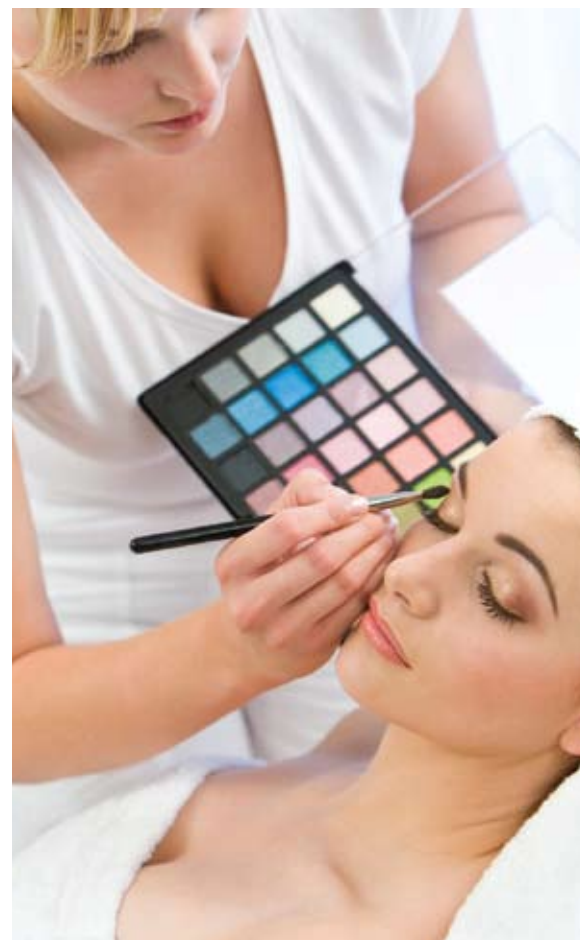
Makeup offers instant gratification. Clients see the difference immediately, which creates an emotional response that inspires them to buy. You do not really have to “sell” as long as you know how to select the best colors and teach the client how to apply a look they can recreate at home. Your customers are going to buy makeup somewhere, and if you make them look good and feel comfortable using your products, they will be buying it from you.

already wears makeup and wants help updating or streamlining her makeup regimen. This also happens to be the type of client who purchases the most products. Offering services that target this type of client is a winning strategy for a beauty business.

Ways to boost sales

Increase your makeup sales with these steps to success:

- Work with clients who want to work with you and charge them for the service of applying makeup, even if it is only \$25. People value what they pay for.
- Book appointments with clients who already wear makeup daily. They appreciate your time and un-



derstand the importance of maintaining their image.

- The two services that sell the most makeup are:

Makeup lessons. Teach daytime makeup application techniques where you apply makeup to one half of her face and she applies it to the other half with your coaching. Lasts one to one and a half hours. Price range: \$50 to \$150.

Makeup updates. The service is designed for clients who are already proficient with makeup and just need a refresher course on current techniques and colors. Lasts half an hour to 45 minutes. Price range: \$25 to \$75.

- Be professional. If you sell makeup, wear it daily. You are the best advertisement for your business. It is hard to sell something that you do not believe in enough to fit into your own schedule.

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If you succeeded in using the best colors and techniques for the face it will be a look the client cannot resist.

- Show and tell: Tell your client what you are doing as you demonstrate the steps with a handheld mirror.
- Work at your client's comfort level. You can always bring her back for advanced techniques once she is comfortable with the initial steps.
- If you apply something that does not look good, say, "I don't like how this looks. I'll take it off and try another color." The client will appreciate your honesty.
- Qualify each step of the makeup application process to make sure your client likes the color you used and the way it looks. Address and/or change what clients do not like before moving to the next step or you will lose their confidence and the sale.
- Keep track of everything you use by highlighting it on a price list with the makeup listed in order of application. Hand the client the highlighted price list and ask them to check off what they want to take. If you give clients the look they want they will likely purchase everything. If they are on a budget you can work out a payment plan so clients can take everything home that day.
- Review each step one more time so the client understands the order in which to use the products. Book a follow-up appointment to ensure that they are comfortable with all of the techniques you discussed.

Makeup, an art form

When a client looks in the mirror after the makeup is done, the client should see a better version of her/himself staring back. If you succeeded in using the best colors and techniques for the face it will be a look the client cannot resist. Makeup is an art that most busy people have not taken the time to master. Luckily, they have you to help them put their best face forward. Making someone look and feel great about themselves creates demand for the makeup you are selling, without you having to "sell" anything at all! ■

Linda Bertaut is an author, esthetician, reiki master teacher and beauty expert. Bertaut has won awards for her makeup artistry and work on inner image. She founded Bertaut Beauty, which focuses on enabling people to realize their true beauty. You may contact her at LB@BertautBeauty.com or visit www.BertautBeauty.com.

