

The power of demo!

“I know that demonstrating is a great way to keep my customers ordering, but what’s the best way to use my demo products and samples?”

One of the best ways I’ve found to use a demo product is to give it to a customer! Offer to leave a demo product with them for three days so they can use it as many times as they like. You might well find that when you go back to collect it they’ve fallen in love with it and they want to buy it instead of returning it! Always remember, 80% of those who try, buy.

Also, if a prospective customer keeps saying ‘no’ to ordering it doesn’t mean they’ll never say ‘yes’, so try leaving them with a sample. Make sure you give out samples of the newest products to let customers get excited about them. For example, the new Anew Ultimate Gold Emulsion is a premium product, so if you invest in 10 samples and every customer who tried it places an order, you could have orders of £280, earning you £70 just from one product!

Cross category selling

“Most of my customers buy make-up products, which is great, but they don’t really from other categories, so I’m losing out on earnings! What can I do?”

If your customers tend to buy solely from one category, try cross category selling. For example, if they use Anew Beauty, suggest they try an Anew skincare product too. If they buy a bag or scarf from fashions, suggest a co-ordinating lipstick or nail varnish. And it’s great to suggest add-on products too – if a customer buys a fragrance, try to interest her in the complementary pamperproducts too.

Samples are great here too – if they’re not sure about a product you’re suggesting, you can offer them a

sample and let them get hooked on it!

