

Before we explain how to give samples, know that in many cases you don't HAVE to give every potential samples. When you offer a free hair consultation just assume they will buy the products. Somewhere along the conversation they may ask you if you have samples. Or they may not. You don't have to offer everyone samples first, because (1) you don't have that many to give out and (2) most will buy without samples because it is risk free and they normally don't samples shampoo before buying anyway.

But let's say you are giving samples out to someone, here's how you do it:

### **Before:**

- Hair consultation and provide them with 2-3 matches (if you don't have a sample of the exact shampoo they need, give them something similar but tell them they will actually purchase a better one)
- I recommend a (1)shampoo, (2)conditioner, and (3)some sort of leave in
- Ask for their address and tell them to text you when they receive the samples
- Let them know that one wash obviously won't double their hair density and heal years of damage BUT it can let them see, smell and feel the high quality of the products and their hair will feel nicer after one wash.
- BE EXCITED AND CERTAIN THEY WILL LOVE THEM

### **The Package:**

- You can get cute durable envelopes on Amazon or any store to make your package stand out to them
- Add your business card, a list of the VIP perks and MP perks, and a How To Wash and what to expect list. ( see VIP resources for example doc you can print and use)

### **Follow Up:**

- The potential is supposed to contact you when they have received their samples BUT people don't always contact you so ask them 2 days later if they have received them and ask when they are going to use them.
- When they say "tomorrow morning!" tell them to remember to follow the wash instructions on the hand out
- The day of the wash contact them later in the day asking what they noticed so far
- Ask them if they took a look at the client perks you sent them and tell them the OFYs for this month or if there is a sale going on
- You could say "I'm sitting at my desk putting some orders in, I'd be happy to set yours up for you."
- If they say they can't order yet but want to, tell them you will put them on your flash sale list so they can order when its the best time to do so.
- IF they are not obsessed with the products you can explain it takes longer to see results or maybe it wasn't the match for them and offer for a re-consultation. If they say yes go through it again and send samples again. If they say no thank you so ask for a referral. Do the sampling process for that person.