

## 5 Tips to Try This Month

Try these proven tips to treat your customers and build sales in October. Click on the plus sign to reveal each tip.

### 1. TWICE THE INSPIRATION –

Ask customers “Have you met Modern Muse?” Once you’ve shown our inspirational new scent, say “I can’t let you leave today without showing you what we are most inspired by at Estée Lauder—our #1 new Advanced Night Repair Synchronized Recovery Complex II”



### 2. LOOK OF THE DAY –

Wear a new look each day from the Color Portfolio and create a face chart—keep near the tester unit. Tell customers about the look you’re wearing and offer a quick application.



Be sure to tell every customer about our first-ever Color Portfolio. With over 50 shades of color for eyes, lips and cheeks—share that this portable color playground is a \$275.00 value. Offer a free gift of foundation to complete the look.

### 3. COVETABLE COLOR –



Start holiday conversations by offering customers a preview of our holiday gift collection. Say, “I know it’s early but now is actually a great time to shop while we have our best selection of gifts—especially with limited-edition items—they sell out fast.”

### 4. EARLY BIRD –



“The Pure Color EyeShadow Trios create the perfect touch of sparkle and are really easy to wear—I’d love to show you if you have a minute.”

### 5. HOLIDAY SPARKLE –