

sales secret weapon

LINK SELLING



Link selling has been one of the cornerstones of success for prestige cosmetic companies. Make the most of your cosmetic sales by utilizing link selling in your business. Excellent selling techniques can make your cosmetic business a huge success. Taking a little time to train your staff on some of these techniques is all it will take. The most essential technique is "link selling". For example, if your client is purchasing a lipstick, your link sell might be lip liner and lip gloss. Most prestige cosmetic companies ask their counter staff to sell an average of 2.5 items per transaction (IPT). If sales associates are able to consistently maintain an IPT of 2.5, they will always make their goals and earn more money for themselves and their company.

Most people will come to a makeup counter willing to buy more than what they came in for. The key is to identify what those items are! This is link selling. If your staff is not trained on link selling or could use a refresher, you can use the guidelines below to educate your staff and transform your makeup counter into a profit center.

Linking Guidelines

1. **Find a Need** - In the short time you have with each client, you need to find out why she is buying each item so that you can link additional items. For example, a client comes in for a new lipstick. In order to choose the proper color, you ask what it's for (work, home, special occasion, etc.). She tells you she needs it for her new job. **LINK: You bring up lip liner to give her a more finished look and keep lipstick in place and/or finishing powder to set her makeup and keep it looking fresh all day at work. Not only have you sold another item or two, you have started a relationship with this client.**

2. **Various Successful Links** - Every product has several other items which can be linked to it.

- Lipstick: lip liner, lip gloss, lip brush
- Eye shadow: coordinating shadow, eyeliner, mascara, shadow brushes
- Blush: blush brush, finishing powder, foundation
- Oil-free foundation: finishing powder, blemish camouflage, oil-free skincare products

*You can even have your staff make their own lists of each item and its "link" items so that they are prepared when in front of a client.

3. **Educate** - "Knowledge is Power". Empower your staff by educating them on your products and current trends. Link selling is so much easier when you know what you're selling. You also need to keep current by bringing in updated "looks" for your staff. You can cut out looks from fashion magazines and place them on a board in the back room. (Remember your Colorlab Cosmetics Newsletter is always a good reference as well). For example, a woman comes in asking for an updated look (she's been wearing the same look too long). You change her lipstick and eyeshadow shades. **LINK: Add gloss to update her look and new brushes to create a different shadow application.**

4. **Partner with Staff Members in Different Departments** - Staff members from other departments of your salon/spa can bring you new clients by using link selling techniques. Partner with them for maximum sales. For example, your colorist has a client who wants to "change her look". **LINK: She suggests custom makeup that will tie in the new hair color and can be created for her while her hair color is processing.** Another example; your esthetician is doing micro-dermabrasion on a client. **LINK: She suggests mineral powder products to keep her client's skin looking and feeling great.**

Link selling techniques can lead the way to building your cosmetic business and boosting your company's profits!

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