



Sheer Sense®



How to Grow your Sales by
Building and Maintaining Relationships!

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1. Communication is the KEY – your customers want to know what is REALLY going on in your life! The more you share, the more relatable you will be and the more your customers will trust you!



2. Customers buy because they LIKE AND LOVE you!! It's not always the product that draws them in! Be sure to always be sharing with them about YOU! And in turn, know what's going on in their life before reaching out to them. Always make sure to approach the conversation with them based on what is going on in their life.





3. Always provide value – if a customer says a product is too expensive, spend time finding out their needs and wants. What is something this product can do to help them with any problems they may be having?

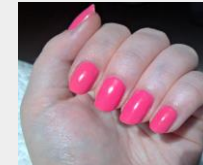
4. Build your own unique BRAND!!!! Don't try to be someone you are not! People follow you because of YOU! Find and follow other people that motivate and inspire you. If you are not feeling motivated or inspired but instead feel overwhelmed or jealous, do not follow them!! They are not your tribe!! Hide what they are doing, unfollow them! Take things that you learn from others and use this for your inspiration by making it your own product!!!



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$$E=mc^2$$

5. Follow a formula that works for you and build your BRAND! If you were to hear my name, what would come to mind? Ask your customers this question too!



6. Start weeks of focusing on different products! A great tool that I use to schedule drip campaigns is Vizzlie. Some ideas might be LipTastic Week (all about LipSense), The Eyes have It (all about ShadowSense) and Margarita Madness (different bundles to celebrate Cinco de Mayo). Be sure to add Lives into the mix always, to showcase products and offer value.

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7. Don't forget to always be truthful with your customers. We all have struggles from time to time, there may be things going on in your life that relate to others but remember to always put a positive swing on it!! Nobody wants to listen to a Debbie Downer all the time!



positive things happen
to positive people

8. Always remember to keep good records as customer service is the key to your success. I personally use FIITFU (the fortune is in the follow up). It allows me to send out emails to thank my customers for their order, check on delivery, newsletters blasts etc. Find a system that works for you and USE IT.

9. It's the little things that matter. If you see that a customer has a birthday, got married, had a baby or their child did something special, message them about it. Your conversations don't always have to include SheerSense. Remember that customers are also your friends. Think about how you like to be treated as a customer! Are you taking care of your customers this way?

10. Your customer is your biggest ASSET! It takes time and effort to find them so why then would we let them go?





Realise that success doesn't happen overnight!

It takes many little wins and lots of stepping stones, every single day, even when you don't feel like it!

Continue to be CONSISTENT!

NEVER GIVE UP!

(On yourself or your customers)

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You can do anything!
"Just get up and do it, follow your dreams"

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