



BEAUTY

Advisor Questions

These questions will help your clients build a strong relationship with their beauty advisor, ensuring they stay informed and can take full advantage of all available offers and promotions.

Counter Services

- Skin Care Consultations
- 2 Minute Makeup Touch-Ups
- Free Samples of any product or Fragrance
- Mini-Facials
- Product Testing





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Advisor Questions

The beauty advisor questions are your secret weapon in mastering the strategies you'll learn in the mini course.

These questions are designed to help you uncover hidden opportunities, like exclusive gifts with purchase and special promotions, that can make a huge difference in your beauty budget.

By knowing exactly what to ask, you'll be able to apply the course's tips in real life, ensuring you always get the most value from your luxury beauty purchases.

It's like having a personal shopping assistant guiding you every step of the way!



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Advisor Questions

Questions About Gifts with Purchase:

- "When do you typically offer gift with purchase promotions throughout the year?"
- "Are there any upcoming gift with purchase events I should be aware of?"
- "Which brands tend to have the most valuable gift with purchase offers?"
- "Do you offer different gift with purchase options at different times of the year?"
- "What are the spending thresholds to qualify for gift with purchase promotions?"

I'll break these down 1 by 1, with an explanation as to why these questions are important.



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Advisor Questions

Questions About Gifts with Purchase:

- "When do you typically offer gift with purchase promotions throughout the year?"

This is, by far, the most important question to ask your Beauty Advisor. It is the key to GETTING FREE MAKEUP & SKIN CARE ALL YEAR, because, Getting the SCHEDULE for the GIFTS WITH PURCHASES is a MUST for filling out your CALENDAR.

You will go by this CALENDAR when getting your GIFTS WITH PURCHASE, and you might have to budget for the QUALIFYING PURCHASE. Most are around \$39.50.



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Advisor Questions

Questions About Gifts with Purchase:

- "Are there any upcoming gift with purchase events I should be aware of?"

This answer is the KEY to everything! When you know the dates of the GIFTS WITH PURCHASE, you can then fill in your calendar with those dates.



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Advisor Questions

Questions About Gifts with Purchase:

- "Which brands tend to have the most valuable gift with purchase offers?"

This answer will vary by location. Maybe clarify which Brands you are interested in, as this is a subjective answer, but you will have your BEAUTY ADVOSOR'S professional opinion.

Take notice of the Brands she recommends.



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Advisor Questions

Questions About Gifts with Purchase:

- "Do you offer different gift with purchase options at different times of the year?"

The answer to this question will most likely be yes. So find out when the dates are for the GIFTS WITH PURCHASE for the BRANDS you like.

Take notes, and add to your calendar.



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Advisor Questions

Questions About Gifts with Purchase:

- "What are the spending requirements to qualify for gift with purchase promotions?"

ALL GIFTS WITH PURCHASE have a QUALIFYING PURCHASE. Most of the time, the price point is around \$39.50.

The exception to this, is, of course, the BEAUTY BOX at the end of the year.



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Advisor Questions

Questions About Specials and Promos:

- "What special promotions or discounts are available this month?"
- "Do you have any exclusive offers for loyal customers?"
- "Are there any upcoming seasonal or holiday promotions?"
- "Do you offer price matching or additional discounts during sales events?"
- "Can you tell me about any bundle deals or value sets that offer the best savings?"

I'll break these down 1 by 1, with an explanation as to why these questions are important.



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Advisor Questions

Questions About Specials and Promotions

- "What special promotions or discounts are available this month?"

The answer to this question matters because you will have to MOVE FAST and presell, or buy right then! Make note of this on your calendar.



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Advisor Questions

Questions About Specials and Promotions

- "Do you have any exclusive offers for loyal customers?"

This will vary by BRAND & LOCATION. They will be different for each of them, but take notes, and be sure to take advantage of this.

Lancomeusa.com - the official website has a reward program for their customers, and the website has different GIFTS WITH PURCHASES & PROMOTIONS!

Take advantage of it all!



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Advisor Questions

Questions About Specials and Promotions

- "Are there any upcoming seasonal or holiday promotions?"

I know Dillards has special promotions alot.
Sensational is a fragrance based promotion that's usually in the fall.

Dillards also has there BLACK FRIDAY SPECIALS, AND CLEARANCE ON NEW YEARS DAY!

Yes, Skin Care & Makeup are also included!



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Advisor Questions

Questions About Specials and Promotions

- "Do you offer price matching or additional discounts during sales events?"

This also varies by BRAND & LOCATION, so be sure to take notes, and write on your calendar any information she gives you!



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Advisor Questions

Questions About Specials and Promotions

- "Can you tell me about any bundle deals or value sets that offer the best savings?"

This is a great question, and I also have a tip for you!

GIFT SETS are by far a better bargain than buying 1 product! Most of the time, you can get 2 or more products for the PRICE OF ONE! It's like a BOGO..

Check them out at your favorite Cosmetics counter



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Advisor Questions

Questions About Staying Informed:

- "How can I get on your call list to be the first notified about upcoming promotions?"
- "Can you add me to your email list for exclusive offers and early access to sales?"
- "Do you have a text message alert system for immediate notifications on special deals?"
- "Is there a VIP list I can join to receive advance notice of new product launches and events?"
- "Can I set up an appointment with you to shop during major sales or promotion events?"

I'll break these down 1 by 1, with an explanation as to why these questions are important.



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Advisor Questions

Questions About Staying Informed:

- "How can I get on your call list to be the first notified about upcoming promotions?"

Definitely get ON EACH BRANDS CALL LIST with your BEAUTY ADVISOR! This is how you GET CALLED 1st when the Cosmetics Brands start to Presell for the GIFTS WITH PURCHASE!

IF YOU DON'T PRESELL, you might now get your choice of GIFT, but you can still BUY WHEN THE GIFT GOES LIVE!

That is THE MOST IMPORTANT INFO OF THIS WHOLE PROCESS!



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Advisor Questions

Questions About Staying Informed:

- "Can you add me to your email list for exclusive offers and early access to sales?"

Always ask to get on ANY BRANDS E-MAIL LIST. This is important because, not only will the BEAUTY ADVISOR be able to notify you of any PROMOTIONS, the BRAND will be able to notify you, and the STORE will be able to NOTIFY YOU WITH ALL THEIR PROMOTIONS AS WELL!



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Advisor Questions

Questions About Staying Informed:

- "Do you have a text message alert system for immediate notifications on special deals?"

Most Beauty Advisors, if they are wanting loyal clients, and customers, will add you to their SMS text system.

Now this may not be their personal number, but some STORE & BRAND COSMETICS COUNTERS have a different TEXT NUMBER for the store that they have an instant messaging system.



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Advisor Questions

Questions About Staying Informed:

- "Is there a VIP list I can join to receive advance notice of new product launches and events?"

Your Brands or your Stores, may not have an OFFICIAL VIP LIST, but I promise you, they will get to know you, they will NOTIFY you when they have ANY FORM OF PROMOTION.



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Advisor Questions

Questions About Staying Informed:

- "Can I set up an appointment with you to shop during major sales or promotion events?"

Some Brands & Stores have this option. I know Dillards trains their BEAUTY ADVISORS to go above and beyond to make sure their customers have the most professional and personal shopping experience!



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Advisor Questions

Questions About Maximizing Value:

- "Are there specific times of the year when your promotions are most generous?"
- "What are the best ways to combine deals, like gift with purchase and loyalty points?"
- "Do you offer any rewards or incentives for referring friends or family members?"
- "Are there any loyalty program perks that I should take advantage of for better deals?"
- "How often do you receive new product shipments, and when is the best time to shop for the latest items?"

I'll break these down 1 by 1, with an explanation as to why these questions are important.



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Advisor Questions

Questions About Maximizing Value:

- "Are there specific times of the year when your promotions are most generous?"

This is a good question. Each BRAND AND STORE will have their own specific times of year certain PROMOTIONS are the best!

Make sure to take notes on this, and if needed, add to your calendar.



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Advisor Questions

Questions About Maximizing Value:

- "What are the best ways to combine deals, like gift with purchase and loyalty points?"

If STORES OR BRANDS have this option, take notes. Most STORES AND BRANDS won't let you "DOUBLE-DIP", but you can always ask.

The answer may surprise you.



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Advisor Questions

Questions About Maximizing Value:

- "Do you offer any rewards or incentives for referring friends or family members?"

I know LANCOME has a friends & family discount, but it is only for friends and family of LANCOME EMPLOYEES.

Dillards, I believe, has this option as well for EMPLOYEE FAMILIES.

Some STORES have a certain day of the year that FRIENDS & FAMILIES GET TO SHOP FOR A DISCOUNT.



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Advisor Questions

Questions About Maximizing Value:

- "Are there any loyalty program perks that I should take advantage of for better deals?"

This will also vary by STORE LOCATION and by BRAND.

BE SURE TO TAKE NOTES, AND IF YOU NEED TO ADD IT TO YOUR CALENDAR.



BEAUTY

Advisor Questions

Questions About Maximizing Value:

- "How often do you receive new product shipments, and when is the best time to shop for the latest items?"

This helps you to know, because if a FAVORITE PRODUCT you want to purchase is OUT OF STOCK, make sure you ask when this product will be BACK IN STOCK.



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Advisor *Questions*

I hope this BEAUTY ADVISOR CHEATSHEET has been helpful!

If, at any time you have any questions, feel free to e-mail me, or INSTANT MESSAGE me on Facebook MESSENGER.

