

motives®
by loren ridinger

Motives
Product Knowledge,
Application and
Sales Training



MOTIVES® PRODUCT KNOWLEDGE, APPLICATION AND SALES TRAINING

Agenda:

- The Beauty Care Industry
- About Motives by Loren Ridinger
- Teaches how to conduct a personal consultation
- Reviews the product line, demonstrations and hands-on practice:
 - Priming and Base
 - Eyes
 - Cheeks and Lips
- Motives Add-on Products
- Retailing Strategies
- Explains the Motives Host an Event Incentive Program
- Closing Techniques
- Sales aids
- Motives Training Classes
- Questions and Answers

motives[®]

by loren ridinger

- Award-winning cosmetic line at affordable prices
- Customized Color Cosmetics
- Proprietary Formulas
- Hypoallergenic
- Non-comedogenic
- Training Programs
- Motives Pro Artist Program
- Motives & Me: Teen Program
- MotiveCosmetics.com
- Cosmetics for Every Skin Tone





MOTIVES® MISSION STATEMENT

**People Empowering People...
“The ability to make people look
and feel better while achieving
the lifestyle they have always
dreamed about.”**

-Loren Ridinger



CONSULTATION QUESTIONS

If you are able to uncover and understand what your clients want/need, then you can provide them with a solution.

Ask Open Ended Questions:

- What results are you looking for?
- Walk me through your current makeup routine.
- How are you applying those products at home?
- How much time do you spend on your makeup?
- What colors do you usually use?
- Are there any colors you avoid?
- What feature would you like to emphasize?
- Is there any feature you would like me to de-emphasize?
- Do you have any concerns with your skin?
- How are you removing your makeup?
- Is there anything you would like me to help you with today as far as application techniques?

PROPER SANITIZING TECHNIQUES

It is vital that you follow these sanitation techniques.

- Sanitize your hands in front of the client
- Use brushes or sponges when applying foundation to a customer, not your hands
- Remove concealers and lipsticks with spatulas, then apply with brush
- Never double-dip mascara wands into barrel
- Sanitize lip and eye pencils before and after each use in front of the client
- Keep your work area clean when working with your customers

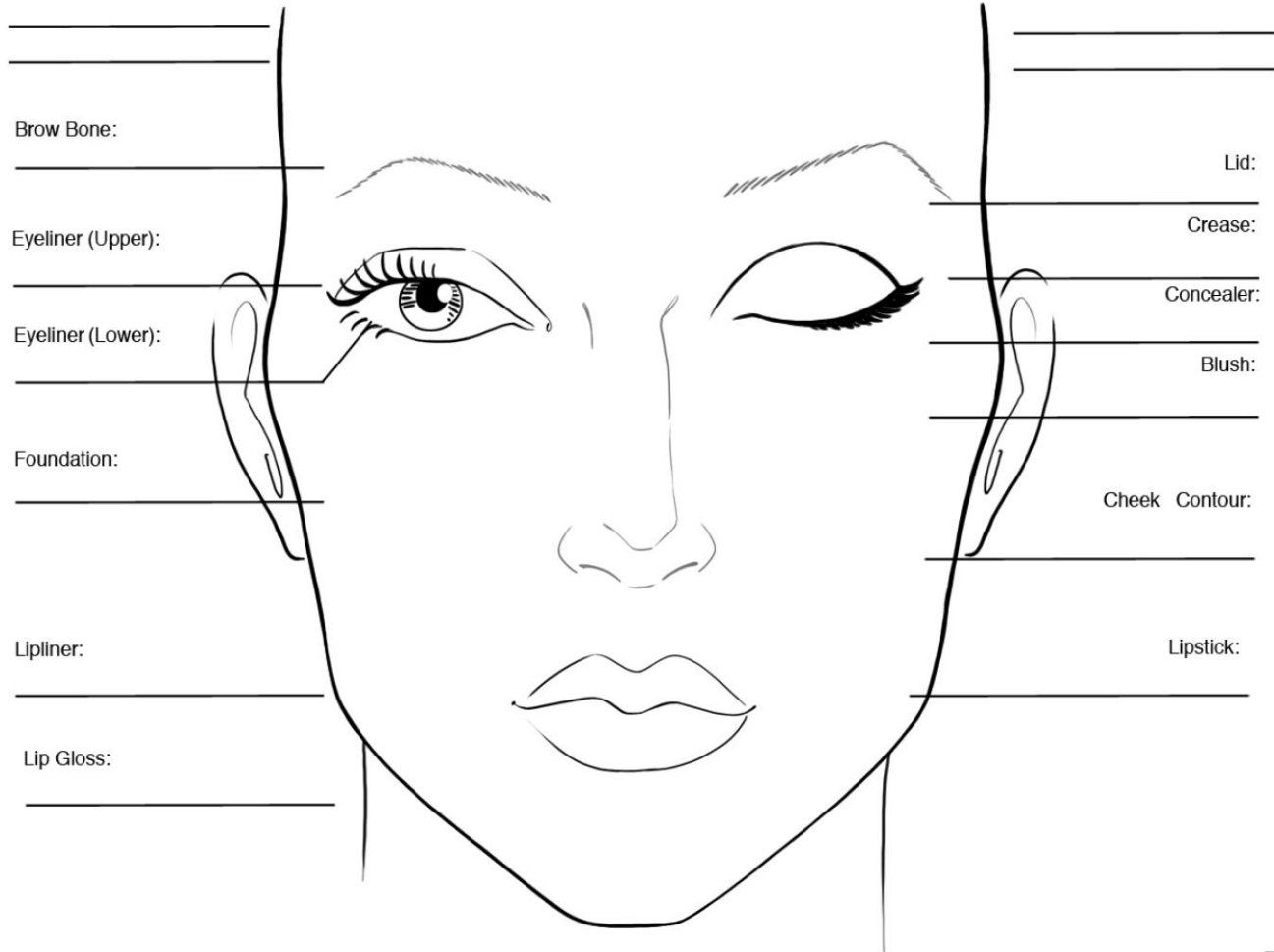
Name: _____ Motives Consultant: _____

Telephone: _____ Email: _____

Address: _____

Shimmer: Used to highlight eye & Cheekbone, as well as décolleté

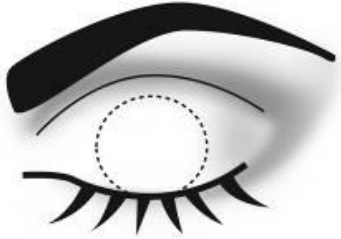
Bronzer: Can be used to dust the face & décolleté



Special Instructions:
 (Brushes, Tools, Primer, Mascara, Powder, Finishing Sprays, Etc.)

EYE SHADOW BASIC DEMO

Base Color- lighter shade all over lids from lash to brows



Medium or Dark Color- in the crease of eye and outer corner of the eye like in a sideways V shape



Blending- blend from the inside of the eye out with short firm strokes, like a wind shield wiper (back and forth motion)



FACE GRID— EYE/ BROWS

The perfect space between the eyes should be one eye's width apart.

Take the end of a brush to measure the perfect brow shape.

Measure:

Step 1: To find where the inside of the brow should begin, place the brush at the side of the nose straight up to the inner corner of the eye and make a mark

Step 2: To find where the arch should be, place the brush at the side of the nose up through the outer part of the pupil and make a mark

Step 3: To find where the brow should end, place the brush at the side of the nose up through the outer part of the eye

Step 4: Fill in sparse areas, connecting the marks



RETAILING STRATEGIES

Individual Consultations

Steps with each client:

- Book an appointment
- Meet with client
- Conduct a consultation
- Apply products and teach application techniques
- Close sale/add-on products
- Book follow-up
- Ask for referral



CLOSING TECHNIQUES

- You always start with the end in mind. If you understand and learn more about your clients you will be able to close the sale with much greater success.
- When closing the sale assume that your client is buying everything.
- Remember if your client is not buying their makeup from you, then they are buying it from someone else.
- Be confident and do not stop at your first no.
- When a client says 'no' they mean 'know' because you have not given enough information.
- Sales is really about sharing your knowledge and educating your clients.

CLOSING TECHNIQUES

When closing the sale avoid questions that are yes/no driven. Instead ask open-ended questions that force the customer to respond with more than one word.

- Avoid- "Do you need any products?" Instead use- "Which products do you need to start with today?"
- Avoid- "Did you want to buy anything today?" Instead use- "Which of the three products will you be taking home today?"
- Avoid- "Do you want anything today?" Instead use- "Which collection of products would you like to start with?"

Here is an example of the "recap closing" technique:

Ok, Mrs. Smith let's recap everything we used on you today and discuss which items you will need to get started with, in order to achieve your new look everyday.



Motives Catalog – 3517 DC: \$10.00 SR: \$10.00 BV: 0

Skin Care Catalog – SC3517 DC: \$10.00 SR: \$10.00 BV: 0



SALES AIDS- COLOR WHEEL

Allows you to choose specific products for your customer based on their skin tone, eye color and hair color

Motives Color Wheel – 319

DC: \$8.0

SR: \$8.00

BV: 0



CLIENT RECORD FORM AND RETAIL RECEIPT

Name: _____

Date: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Birth Date: _____ E-Mail: _____



Face	Qty	Color	Eyebrows	Qty	Color
Invisi-Line		\$ 14.00	Eyebrow Pencil	\$ 14.00	
Perfecting Face Primer		\$ 19.95	Essential Brow Kit	\$ 29.95	
No More Shine Makeup Setting Spray		\$ 29.00	Brow Wax	\$ 14.50	
10 Years Younger Makeup Finishing Spray		\$ 29.00	Lips		
Weightless Moisturizer Spray		\$ 29.00	Lip Crayon	\$ 14.00	
Liquid Gold Shimmer		\$ 14.95	Lip Crayon	\$ 14.00	
Shape & Sculpt Duo		\$ 21.00	Lip Crayon	\$ 14.00	
Foundations			Essential Lip Kit	\$ 35.00	
Liquid Powder Mineral Foundation w/SPF 15		\$ 24.95	Essential Lip Kit - Noon to Night	\$ 35.00	
Color Perfection Quad		\$ 35.00	Pucker Up Lip Plumper	\$ 16.00	
Dual Perfection Pressed Powder		\$ 25.00	Pucker Up Lip Plumper	\$ 16.00	
Full Coverage Photo Finish Powder		\$ 24.50	Pucker Up Lip Plumper	\$ 16.00	
Mineral Pressed Powder		\$ 24.50	Lip Shine	\$ 10.50	
Ageless Renewal™ Foundation		\$ 29.50	Lip Shine	\$ 10.50	
Custom Blend		\$ 40.00	Lip Shine	\$ 10.50	
Custom Blend with Ultra Firming		\$ 45.00	Full Color Lip Shine	\$ 16.95	
Face Powders			Full Color Lip Shine	\$ 16.95	
Luminous Translucent Pressed Powder		\$ 21.00	Full Color Lip Shine	\$ 16.95	
Luminous Translucent Loose Powder		\$ 21.00	Hydrating Lip Balm	\$ 17.50	
Custom Mineral Powder		\$ 35.00	Lip Pumice	\$ 14.95	
Custom Mineral Powder with Botanical Complex		\$ 40.00	Vitamin E Lip Treatment	\$ 17.50	
Bronzer			Vitamin C Lip Treatment	\$ 17.50	
Miami Glow		\$ 21.00	Max Lips Lipstick	\$ 17.50	
California Girl		\$ 21.00	Max Lips Lipstick	\$ 17.50	
Concealers			Max Lips Lipstick	\$ 17.50	
Crème Concealer		\$ 15.50	Rich Formula Lipstick	\$ 14.00	
Liquid Correction Concealer		\$ 17.00	Rich Formula Lipstick	\$ 14.00	
Correction Perfection Concealer		\$ 15.75	Rich Formula Lipstick	\$ 14.00	
Cheeks			Mineral Lipstick	\$ 15.75	
Pressed Blush		\$ 13.50	Mineral Lipstick	\$ 15.75	
Mineral Pressed Blush		\$ 15.50	Collagen Core Lipstick	\$ 22.50	
Custom Mineral Blush		\$ 35.00	40FY Lip Treatment	\$ 20.00	
Blush/Bronzer Duo		\$ 22.50	Lip Lock	\$ 12.50	
Crème Blush		\$ 18.95	Lip Boost	\$ 15.75	
Eyes			Compacts		
Eye Base		\$ 14.00	Boxed Beauty	\$29.95	
Destination Beauty Compact Spring/Summer 2012		\$ 29.95	Compact Beauty	\$21.00	
Pressed Eye Shadow		\$ 12.00	Celebrate Beauty	\$21.95	
Pressed Eye Shadow		\$ 12.00	Accessories		
Pressed Eye Shadow		\$ 12.00	Powder Brush	\$ 14.95	
Pressed Eye Shadow		\$ 12.00	Cheek Contour Brush	\$ 10.95	
Pressed Eye Shadow		\$ 12.00	Foundation Brush	\$ 17.50	
Pressed Eye Shadow		\$ 12.00	Jumbo Sponge Brush	\$ 11.00	
Mineral Baked Eye Shadow Trio		\$ 24.00	Mineral Flat Top Powder Brush	\$ 13.95	
Mineral Baked Eye Shadow Trio		\$ 24.00	Custom Mineral Powder Brush empty (and \$25 filled)	\$ 16.95	
Luxe Crème Eye Shadow		\$ 15.75	Detailing Brush	\$ 9.95	
Luxe Crème Eye Shadow		\$ 15.75	Eye Blender Brush	\$ 9.95	
Luxe Crème Eye Shadow		\$ 15.75	Kabuki Brush	\$ 13.95	
Gel Eyeliner		\$ 15.75	Angled Eyeliner Brush	\$ 14.00	
Gel Eyeliner		\$ 15.75	Essential Brush Set - 7 piece	\$ 35.00	
Eye Candy Crème Eye Shadow		\$ 15.75	Professional Brush Set - 15 piece	\$ 99.95	
Eye Candy Crème Eye Shadow		\$ 15.75	5-pan Custom Eye Shadow Palette	\$ 8.50	
Sparkle Pots		\$ 14.00	6-pan Custom Palette -- 4 Eye Shadows and 2 Blushes	\$ 10.00	
Glitter Pots		\$ 14.00	Shadow Box	\$ 12.00	
Glitter Adhesive		\$ 14.95	Makeup Mirror	\$ 22.50	
Gem Dust		\$ 12.00	Makeup Mirror - High Definition	\$ 22.50	
Paint Pot Mineral Eye Shadow		\$ 18.95	Application DVDs	\$ 4.99	
Liquid Eyeliner		\$ 14.00	Nails		
Khol Eyeliner		\$ 14.00	Nail Candy	\$ 5.25	
Khol Eyeliner		\$ 14.00	Nail Candy	\$ 5.25	
Waterproof Eye Pencil		\$ 14.75	Nail Candy	\$ 5.25	
Luxe Precision Eye Line		\$ 14.00	Nail Candy	\$ 5.25	
Lustrafy Mascara		\$ 16.95	Cuticle Oil	\$ 6.50	
Lustrafy Waterproof Mascara		\$ 17.50	Base Coat	\$ 5.25	
Lustrafy High Definition Mascara		\$ 16.95	Professional Nail Care Kit	\$ 29.95	
False Eyelashes		\$ 6.95	Professional Nail Grooming Set	\$ 29.95	
False Eyelashes		\$ 6.95	Nail Candy Collection	\$ 119.95	
Lash Adhesive		\$ 5.00	New Nail Candy Colors Kit	\$ 42.00	
Metal Pencil Sharpener		\$ 4.50			
Eye Lash Curler		\$ 9.95			
Gentle Eye Makeup Remover		\$ 11.50			
Waterproof Eye Makeup Remover		\$ 11.50			
Sub Total _____			Notes:		
Sales Tax _____					
Total _____					
Method of Payment: <input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card					
MC/VISA: _____					
Exp. Date: _____					
Signature: _____					

CLIENT RECORD FORM AND RETAIL RECEIPT

Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Birth Date: _____ E-Mail: _____



Skintelligence®	
Five-Piece Set	\$ 99.95
Travel Kit	\$ 29.95
Deep Cleansing Emulsion (8 oz.)	\$ 14.50
pH Skin Normalizer (8 oz.)	\$ 14.50
Facial Firming Masque (4 oz.)	\$ 20.95
Cellular Perfecting Complex (1 oz.)	\$ 32.95
Alpha 24™ (4 oz.)*	\$ 39.95
Daily Moisture Enhancer (4 oz.)	\$ 22.95
Skintelligence Value Kit	\$ 39.95
Skintelligence & VitaShield Value Kit*	\$ 59.95
VitaShield®	
Intensive Eye Firming Treatment (0.5 oz.)	\$ 39.95
OPC-3 Triple Serum (Four 0.23 fl. oz. bottles)	\$ 104.95
Vitashield® C & E Kit*	\$ 109.95
Vitamin C & E Intensive Moisturizer*	\$ 49.95
Vitamin C Intensive Treatment*	\$ 65.00
Timeless Prescription™	
3 Step Acne Care System*	\$ 69.95
Renewing Acne Cleanser*	\$ 29.50
Anti-Blemish Lotion (1 fl. oz.)*	\$ 19.95
Advanced Hydroxy Face Peel and Neutralizer*	\$ 72.50
Three-Piece Anti-Aging Essentials Kit	\$ 123.95
Facial Exfoliating Cleanser with Enzymes (6.7 fl. oz.)	\$ 41.50
MDI Firming Activator (6.7 fl. oz.)	\$ 41.50
Face Firming Moisturizer (1.5 oz.)	\$ 51.95
Simplexion (1 fl. oz.)*	\$ 82.95
F.A.C.E. (75 pads)	\$ 19.95
Oxygen Extreme	\$ 25.50
PrevaDerm (30 Servings)*	\$ 39.95
Timeless Prescription Value Kit*	\$ 89.95
Timeless Prescription Value Kit - CAN	\$ 99.95
Cellular Labs®	
De-Aging Crème (2 fl. oz.)	\$ 89.95
Rebirth Serum (1 fl. oz.)	\$ 79.95
De-Aging Facial Cleanser (6.8 fl. oz.)New	\$ 34.95
De-Aging Day Crème SPF 20 (2 fl. oz.)*	\$ 65.00
De-Aging Eye Crème (0.5 fl. oz.)	\$ 59.95
De-Aging Lifting Facial Masque (4.9 fl. oz.) (5 packets)	\$ 69.95
De-Aging Body Balm (4 fl. oz.)	\$ 29.95
De-Aging C Serum (1 fl. oz.)	\$ 69.95
De-Aging Sunscreen SPF 55 (3.4 fl. oz.)*	\$ 39.95
De-Aging Toner (5 fl. oz.)	\$ 49.95
Cellular Laboratories Value Kit*	\$ 119.95
Cellular Laboratories Value Kit - CAN	\$ 129.95
Booster Kit	\$ 139.95
Matriskin™	
Matriskin Collagen MP*Serum	\$ 149.95
Pentaxyl (4 fl. oz.)	
Pentaxyl (4 fl. oz.)	\$ 72.50

Fixx™ by Loren Ridinger	Qty	Color
Argan Oil Shampoo	\$ 19.95	
Argan Oil Conditioner	\$ 19.95	
Thick Hair Shampoo & Conditioner	\$ 16.95	
Argan Oil No Frizz	\$ 15.95	
Volumizing Boost Spray	\$ 15.95	
Hair Mascara	\$ 12.95	
Lash Extend	\$ 24.95	
Instant Line Vanish	\$ 19.95	
Nip n' Tuck!	\$ 24.95	
Stem Cell Serum	\$ 27.95	
Microdermabrasion	\$ 24.95	
Skin Soother	\$ 17.50	
Royal Spa®		
Hold & Shine Hair Spray	\$ 8.95	
Awapuhi Gel Mousse	\$ 12.95	
Structure Hair Gel	\$ 8.95	
Smooth as Silk Hydrating Lotion	\$ 19.95	
Imperial Blend Bath & Shower Gel	\$ 11.95	
Tri-Protein Plus Deep Conditioner	\$ 12.95	
Ultra III Shampoo	\$ 12.95	
Chamomile Shampoo	\$ 12.95	
Travel Kit	\$ 29.95	
Royal Pouf	\$ 2.00	
Franchise		
MINE™ Perfume	\$ 24.50	
MINE™ Gift Set	\$ 39.95	
MINE™ Body Lotion	\$ 12.95	
MINE™ Shower Gel	\$ 11.95	
YOURS™ Pour Homme	\$ 24.50	
OURS™ by Loren Ridinger	\$ 24.50	

Sub Total _____

Sales Tax _____

Total _____

Method of Payment: Cash Check Credit Card

MC/VISA: _____

Exp. Date: _____

Signature: _____

Notes: _____

Motives® Cosmetics:

Product Knowledge, Application, and Sales

DATE (mandatory): _____ **LOCATION (mandatory):** _____

TRAINER'S NAME (mandatory): _____

Ratings: Please rate your training experience on a scale of 1 - 10
10 = excellent / 7-9 = good/great / 4-6 = average / 1-3 = below average/poor

1. The Trainer was very knowledgeable of the Motives® by Loren Ridinger Cosmetic Line	
2. The Trainer was able to demonstrate and teach the class how to apply Motives® Cosmetics (all categories) with proper techniques.	
3. The Trainer was prepared, organized and had Motives cosmetics displayed for the class	
4. The Trainer was professionally dressed and well represented Motives® by Loren Ridinger	
5. The Trainer took the time to answer all questions by the end of class	
6. The Trainer was able to communicate well; easily interacted with the class	
7. The Trainer was able to teach and perform "how to conduct a customer consultation"	
8. Rate the Trainer's ability to present and deliver the information given within the training.	

How many students were in attendance? _____

How many assistants did the Trainer/Trainers have? _____

What did you like most about the class?

Suggestions to improve the trainer's presentation skills:

Do you feel confident to go out and promote/sell Motives® by Loren Ridinger cosmetics? _____

Optional: _____ NAME	_____ ID NUMBER
-------------------------	--------------------

Please Return To: Market America Inc.
Motives Department
1302 Pleasant Ridge Rd
Greensboro, NC 27409

