

WHO DID WHAT AND WHEN



PICTURE PERFECT

Do you know who created the idea of mixing Firmant des Rides and Hides Anything? Well, here she is... **TINA NOVELLINA** (on the right), Counter Manager for Lord & Taylor, NYC.

In case you don't know Tina's recipe for this fabulous "lifting concealer," it's 2 drops Firmant des Rides to 1 drop of Hides Anything. Mix in the palm of your hand and apply to areas of the face you wish to highlight, lift and conceal.

ABOVE AVERAGE

Kudos to **CATHIE SHOSTEK**, Germaine Monteil Jordan Marsh, Boston. Her customer service is exemplary, as noted by this excerpt from one of her customers...

"Cathie has been a life-line for me, she has made a point of keeping all my vital information on file, I simply call and she sends what I need."

Thanks Cathie, you're a true

GERMAINE MONTEIL

To: Jackie Reich/ Scott Kale
From: Kathy Harrold
Subject: GERMAINE MONTEIL SUCCESS STORY

Office Memo
Date: 3/03/89

BEAUTY CONSULTANT: Jeannette Garten
ACCOUNT: May Co. El Cajon

Jeannette's success story centers around her unique approach to "send customers" card catalog system which includes periodic telephone follow-up, approximately every two months. Jeannette also hand delivers orders herself to enhance her personal touch sales techniques.

A recent telephone follow-up resulted in a \$3900.00 sale and I would like to share Jeannette's exciting experience with you.

When contacted by Jeannette the customer explained she was leaving on a twelve month vacation. Jeannette obtained all of the prime factors of the vacation including modes of travel and destinations planned.

Jeannette then put together a total skin care package that would accommodate all of the customer's needs over the entire twelve month period.

FLASH!

KELLI ROSE from The Bon Marche, in Boise, Idaho received 12 Infusions. Five days later, she was out! The reason? The Monteil school she went to two weeks before left her really pumped up.



Firming Action line. Not only did the lady buy Betty's first Infusion, but she sent Betty flowers the next day.

HITTING HER GOAL

JILL COUCH at Casner Knott, Harding Mall is reaching her goal of 3 Custom Blended Powders per day and is seeing a 20% increase in her business. Jill is a newcomer to our industry, and she is very excited about Custom Blended Powder!



attracting new customers. She does her fantastic makeovers on local TV shows. After her appearances, she books appointments for makeovers for months to come! Very creative indeed, Annabelle!



SOMETHING TO SMILE ABOUT

Here is a photo of **KATHLEEN JONES**, Rich's Cumberland Mall in Atlanta, winning a diamond ring for highest percentage over goal in a clinic. Kathleen, you're the greatest!

MAKING EVERY MINUTE COUNT

BETH COSWELL, of Crestview McAlpin's blew out both Ritz and Monteil in one day and sold out her entire Infusion order! Great work!

DOUBLE BOOKINGS

JEAN SCHOTT of McAlpin's Cherry Grove had so many appointments booked for her clinic that she had to schedule another day. Practically every customer had