



## How To Build Your Jordan Essentials Business Using Samples

Samples and allowing guests to sample your products is a key way to build loyal long-term customers.

### JE supports those effects in several ways:

1. **Back office single samples.** You can purchase samples from our back-office business center. You can use these to have on hand, pass out to potential customers, or mail to a customer yourself.
2. **Back office Sample Sets.** JE sends samples for you. There are two very affordable options in your back office. We can send a sample to a customer for you. These are preset sample collections. Simply order and choose where you want us to send it. The JE sample sets have a colorful highlight mailer of products and either body care, wellness, or face care products.
3. **You can make samples.** You can purchase full-size products and make your own samples. JE is not responsible for those products and all liability and materials are the responsibility of the Jordie.
4. **Full-size products.** This is the traditional way to share and sample your products. At a Spa Bar in a home, on the go, or vendor event you can simply give someone a pump, scoop, or dollop of your products right into their hands to try!

### Key tip:

When you give a sample be sure you get a name and number to follow up with. Handing out samples and telling them they can contact you is not a healthy option for your investment. You simply ask if they would like a sample and how you can follow up with them after they receive it.

Always get a good phone number - even have them text you right on the spot - and ask if they can connect with you on FB. Have a "policy" - No name or number, no samples!

A sample should always result in a sale. That is the goal!  
Happy Sampling !!!

