

Clinique Conversion Challenge: It's All in the Offer.

Every sample you offer brings a new client to Clinique and moves you closer to your sales goal. When a sample leads to a sale, it counts as a conversion success.

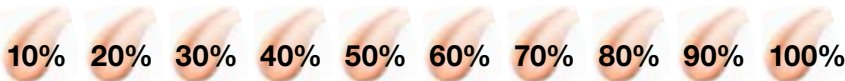
Conversation Rate: # of samples converted to sales ÷ # of samples given.

Your Goal: Increase your conversion rate daily.

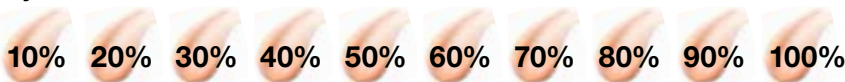
How: Give a sample to 10 new clients each workday; then track your daily conversion by crossing off a droplet when a sample converts to a sale.

Reminder: Follow up on samples that don't result in an immediate sale as this is your second chance to convert.

Day 1



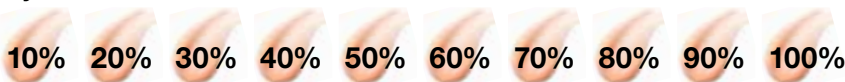
Day 2



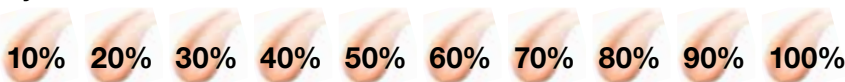
Day 3



Day 4



Day 5



Discover Clinique Challenge: Sample with Purpose

Match 100 clients with their perfect shade of Clinique foundation or their perfect moisturizer. Each client receives a custom-fit sample, free—you gain a loyal client.

Check each circle as you sample.

25: You're well on your way!

50: Halfway there— 1/2 marathon complete!

75: In the homestretch!

100: Congratulations!

