

### What can I do this week to create HUGE momentum?

**Call 3 customers that work in offices** with a lot of women and say you want to come treat them to free Satin Hand Treatments during their lunch hour! Take big basket with a lip on it and place Satin Hand Sets in there with a pretty scarf or cloth or shred...along with full size demo and skin care surveys, business cards, and Look Books!!!!!!!!!!

Ready...here is the script:

“Hello Mary! I am going to be in your area today and wanted to check on your gorgeous face! Are you getting low on anything at all? Great (no matter what she says..take order if low)! I wanted to treat you and your office girls to a free Satin Hands Treatment while I am in your area today. What time do most go on lunch break or what would be a great time where they could pop over to your desk and get their gift real quickly? Great! It should take only a few minutes and I have a special gift for you too Mary! (take a pcp gift or something!) I will be there right at that time so either tell them or shoot them a quick email so they all know to come over right on the hour! See you then!”

Do treatment on them all and say...these are on special today for \$24.99! Regularly \$30! Hand each a Skin Care Survey and say, “here...fill this out and I will be sure to get you on my mailing list! Until then...here is a great gorgeous catalogue for now!”

Once they fill it out...look to see if they marked that they wanted to get a facial and give them 2 choices of times/dates. Tell them you will pencil them in and call them later that day or evening to see if that works for their friends too. If they bring 5 with them...you will give them \$50 free!!!!!!!!!!!!!!

Then...hand them your business card and say they are free to email you their guest list too.

**Have 3+ Outside Order Sheets working every single week** (should yield @ \$750 more in sales a week!)

Should be using these for EVERY hostess anyway!

Say....“I usually give 3 women a week to earn \$50 free! Mary, would you like to be one of them this week by simply passing around a sheet and book at work/church/friends/family/etc.? There are our best selling items that women are buying ALL the time so just suggest that they get a few of those they know they will be using in the next month or so and you should easily get your sheet filled. If they have a huge circle of influence too..let them take the sheet and brochure for a day and get some for you too!”

**Tic Tac Toe Referral Sheets**...have 3+ going a week. Should be using them with EVERY customer anyway!

**Set up a time with a local Hair Salon, Tanning Salon, Grocery Store, Boutique, etc. where you can cross market** with them. Say you would like to do so and promote their business while monitoring their front door and greeting each customer as they walk in. Call it a Customer Appreciation on you for their customers! When they walk in you say, “Welcome to \_\_\_\_\_ would you like to sign up for a free gift certificate to the store and a free one with Mary Kay?” Have them fill out the skin care survey in full to count and tell them you will call them if they win!!!!!!!!!! Of course you have one winner for the store gift certificate, that you buy for \$10-\$25 and everyone wins a MK one for the same amount!

### **Warm Chat 5 sharp women a day and book 2 a day!**

My Script: "Can I ask you a strange question? If I offered you a free Microdermabrasion Treatment at my Studio, would you be interested in testing it out and giving me your opinion? Great! If you would want to share the treatment with 2+ other women, I will give you 3-5 more treatments to take home with you! If you share it with 5+ (adult, non-Mary Kay women) I will gift you with the complete set w/30-40 more treatments as my Thank You for helping me test it out. Would this or this time work better for you? Great! Mary, would there be any reason why you couldn't email me the names/numbers of the gals you want to bring w/you by tonight or tomorrow morning? Great! We can confirm everything then and I will give you directions and such."

This appt. is not confirmed to hold until you have their guest list and have preprofiled EACH guest so you know what to prepack in their roleup bags before they arrive!!!!!!!

### **Take samples and Look Books with you everywhere!**

Women love to get magazine types of brochures, which is what our Look Book is...and they love FREE SAMPLES! If you are going to see them every week at Bible Study, Practices, Games, Church, Work, wherever.....always have a sack of items with you and your skin care surveys!!!!!!! Book them! Ask them what they thought of the sample and ask if they want it free along with more free stuff for sharing a spa session with @ 5 other women! Would be fun!

### **3 Grab Sacks to work with women!**

Pack a bag with different retail size product suggested on our Outside Order Sheet and place items in a zip lock or basket with the Outside Order Sheet, Business Cards and Brochures and take it to someone dependable at their job! They are in charge of passing it around and trying to sell each item in the bag. If there are addition colors women want....they will write them on the sheet and you will deliver them when you pick up the checks/sheet!!!!!!! Easy.....

### **Mascara-thon!** (could do this with handcreams, glosses, eye bundles, tinted lip balms...whatever)

Place 15-25 Mascaras in a basket or zip lock and when the woman sells them all she gets hers free! Could offer a special like: buy 2 get the 3<sup>rd</sup> one at ½ price! I suggest the Ultimate Black Mascaras.

### **PCP List Follow up!** These calls serve SEVERAL purposes!

Ask if they received their new Beautiful Look Book in the mail!

What did they love the most and are dying to see or try?

I will be in your area on \_\_\_\_, could I stop by your home/office to show you (set up time where neighbors or office women can participate like suggested above)

Have you thought about a new look for (the season)?

We are having a New Year Eye Celebration on \_\_\_\_\_, is there any reason why you wouldn't want to come try the new colors/products and earn some free items when bringing a few others with you?

Would you like to get an additional \$50 FREE? (offer Outside Order Sheet or use the Tic Tac Referral Sheet for referrals and free offer of products)

Do you have a wishlist you would love to get for (Valentine's Day, birthday, anniversary, graduation, etc.)? Who would you like me to contact?

Not only sold, but also, upsold, booking, referrals, skin care surveys filled out too for more bookings.

