



Administrative Professionals Day Sales Ideas

1. Fill a basket with pink carnations and to each carnation attach your business card with two lip samples stapled to the card. Hand out everywhere saying, *“Mary Kay is honoring all working women during Administrative Professionals Week with a pink carnation and lipstick sample.”* Hand her the carnation while you are speaking. Then, tell her, *“If you would like to fill out the back side of the business card with your name and phone number, you’ll go in my special drawing for a free body care package.”* Hand out everywhere in your community – library, realty offices, school offices, doctors office, etc.

2. Phone Survey – Call local businesses listed in the yellow pages and use this dialogue:

“Hello, my name is _____ with Mary Kay Cosmetics and we’re honoring women who pick up the phone during Administrative Professionals week with a free pampering session – facial and makeover plus samples and a \$5 Gift Certificate! You may enjoy this during your lunch hour or in the evening. Which would be best for your schedule?”

3. Business Contacts – Make copies of the Administrative Professionals Day Gift Specials on the other side of this sheet and give to employers you contact using the ideas below:



NATIONAL ADMINISTRATIVE PROFESSIONALS WEEK IS APRIL 20-26! TAKE ADVANTAGE OF THIS WEEK TO FURTHER YOUR BUSINESS!

The ASSISTANT is a very important person in every business. Take time to think of every ASSISTANT you know and make sure each of them get pampered! BUT WAIT.... what about the ones you haven’t met??? Where do you find them? EVERYWHERE!!! How do you approach them professionally? Here is a guide line to help you.

1. Start by making a list of every business person you know who possibly employs one or more secretaries, office assistants or receptionists! Think of people YOU do business with! You’ll be surprised at how many you can list!

2. Plan your schedule with time to stop by all the places you have on your list. Enter with a positive stride, dressed professionally, and ask to speak to the business person you know. Chat for a few minutes and then say: *“I am an Independent Mary Kay Beauty Consultant. National Administrative Professionals Day is coming up on April 23rd and my goal is to contact all assistants in this area and let them know just how much their time and talent is appreciated. How many assistants do you employ? Have you made a decision on what you want to do to show them how much you appreciate them? I have some really great specials I’d love to put together for you that they would really love!!”*

It is important that you not go into a place of business with a lot of things. Carry a tote that you can comfortably put a few things in. You will probably hear something about how they take them out to lunch or give them a bonus... then you say... *“Long after that bonus is spent (or that lunch is eaten), she will use this and remember how much she appreciates you.”*

Complete the purchase, ask for a deposit of half or more and arrange for the delivery date. Then ask who else they might know who would also appreciate your services. If possible, ask for one of their business cards introducing you! You can then call the referrals and use the same approach!