

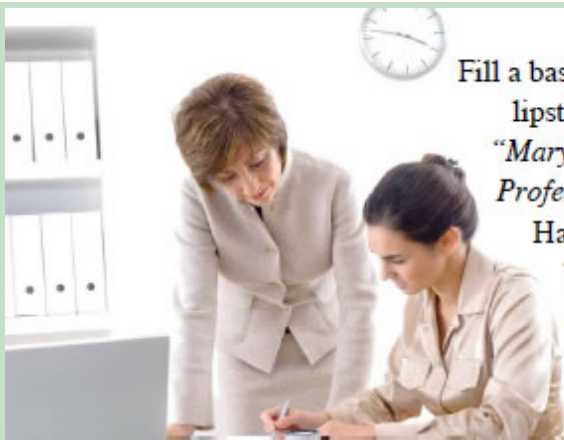
Administrative Professional's Day

April 22nd



The Administrative Professional is a very important person in every business. Take time to think of every one you know and make sure she gets pampered! But wait... what about the ones you haven't met yet? Be sure to make a list of all the businesses that you can think of who have an assistant and call the manager or the owner to offer your services, **using the following script:**

"Hello, _____, my name is _____ and I am a professional Beauty Consultant with Mary Kay Cosmetics. Do you have a quick minute? GREAT! I'm calling to remind you that National Administrative Professional's Week is coming up April 20-24 and our goal is to be sure that all the administrative professionals in this area know just how much their time and talent is appreciated. How many assistants do you employ? What do you usually do for Administrative Professional's Week? (Whatever he says, agree that it is wonderful...then say) I know they would appreciate one of our special pampering sessions . . . we offer quick makeovers, at a time and place that's convenient to the company, as a FREE service to the businesses in our area. Is there any reason why you wouldn't want to pamper your secretaries this year with one of our FREE pampering sessions?"



Another Great Gift Basket Idea:

Fill a basket with pink carnations & attach your business card with two lipstick samples to each flower. Hand out everywhere saying, *"Mary Kay is honoring all working women during Administrative Professional's Week with a pink carnation and lipstick sample!"*

Hand her the carnation while you are speaking and 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 into my special drawing for a free Satin Hands Set!"*

Hand out everywhere in your community— library, real-estate offices, schools, doctors, etc.

• Don't forget the following ideas •

- ◆ Offer to come in and give the gals a pampering session. Spa treatment, Satin Hands and Feet, Mini Makeovers, etc. Of course, you can suggest that the boss purchase a gift certificate for them to spend during the pampering session. You could even bring in a pizza for lunch. Everyone goes out to lunch on this day...why not a relaxation session?
- ◆ Offer to wrap and deliver anything that they might want to give. Add balloons and make it beautiful!
- ◆ Call the wives of the men who have assistants. We all know that they do the shopping anyway! Don't forget your husband's office. I send different things to the ladies for holidays. Don't forget those ladies at the school! Call the principal to treat them! And you treat them to something, too!
- ◆ Offer gift certificates that could be given out at their luncheon and used for anything that they like!
- ◆ During Administrative Professional's Week, visit local offices with single stem flowers and attach certificates for a makeover and \$5-\$10 in free products at the time of the makeover. Make sure this is okay with the management of the office.

**How many administrative professionals do you know who are not truly appreciated?
Share the Mary Kay Opportunity with them today!**

