

WARM CHATTER SCRIPT WITH CARNATIONS

Do you have snow blindness in your datebook? Do you need a new list of customers to change what is happening with your business? Here is an exciting answer to those problems.

Purchase at least 3 bunches of mini carnations (mix the colors if possible so people have a choice), and have them wrapped in cellophane in a loose presentation bouquet, with wet paper towels covered with plastic on the stem ends to keep them fresh.

Have one Mary Kay Gift Set to give away from the names you collect during the day (Satin Hands, Pedicure Set, Spa Set, etc.)

This is easiest to do with two consultants. Go into an office or medical building, walk up to the women at the desk and say "Hi, my name is _____. I'm a Sales Director (Consultant) with Mary Kay Cosmetics, and we are honoring women in the work force today (or in the medical profession – adjust according to where you are) and we'd love to offer you a flower – which color would you like?" Allow her to pick the stem of her choice. "We are also giving away a beautiful Spa Set, would you like to register for a chance to win?" Hand her your tent style business card and allow her to fill in her information, then you keep her information and give her back your half of the business card.

This is such fun and easy to do – you can get 25 or 30 names in an hour if you are in a busy professional building! The key is to follow up quickly once you have the names. I usually call and say "Hi, this is _____ with Mary Kay Cosmetics. We met yesterday, we were the ladies with the flowers". They always remember who you are! "I'm just calling to say that unfortunately you did not win the Gift Set (except for the actual winner), but you did win a complimentary facial and makeover. I'd love to set up a time for us to get together – which is best for you, evenings or weekends?"

Continue on to try to change the facial into a class, and send her the Hostess Packet.

Our goal is always to give out all of the carnations by lunch time, and then we treat ourselves to a relaxing meal. I encourage you to try this – it's a great way to fill up your datebook with new and excited customers!