

HONORING PROFESSIONAL WOMEN

Supplies

- 1.. Large bag to hold samples
- 2.. Gifts to hand out
- 3.. Any samples (I put in a TimeWise sample and a new lip color sample)
- 4.. Business card
- 5.. Piece of chocolate
- 6.. Contact cards
- 7.. Nice pens

Hints

- 1.. Professional attire - you only have a first impression to make!
- 2.. Try to go in pairs if possible, this seems to be a plus, but not necessary
- 3.. Smile, eye contact - CRUCIAL
- 4.. Assume they will say yes!
- 5.. Set aside 30 minutes for 10 names, one hour for 20 names, etc.

ON SATURDAY or any day of the week:

- 1.. Malls, Strip Malls, Medical offices that are open, title and real estate offices
- 2.. Dialogue:

"We are honoring professional women and I have a gift for you." (smile, eye contact, hand them gift while you talk.)

"I am with Mary Kay Cosmetics and I am also holding a drawing for a Private Spa Collection. (or a Satin Hands Pampering Set---be sure you have one with you to show). I'm sure you'd like to enter to win, wouldn't you? (smile, nod your head and hand them the pen)

NO? "Enjoy your gift!"

YES? (give them a contact card and a pen, and while they are filling it out say.)

"I will be contacting the winners on Sunday afternoon, (or next week) if you could put down the phone number that you can be reached at then, that would be great!"

"Have a great day!"

ON SUNDAY:

- 1.. Draw winning name
- 2.. FOLLOW-UP ON THE DAY YOU SPECIFY IS CRUCIAL TO SUCCESS!
- 3.. Follow-up dialogue:

"This is _____ with Mary Kay Cosmetics. I met you on _____ when I was handing out gifts. I'm calling to give you the results of the drawing. You weren't the Grand Prize winner, but you were a winner of a complimentary facial and a \$10 gift certificate in Mary Kay products which you can redeem at your facial (pause for response). I am putting my schedule together for next week and wanted to find a time that would be convenient for you. Are days, evenings, or weekends best for you? Beginning of the week or end of the week? **

ALSO . . .

If you would like to share your complimentary facial with a friend, I will add an extra \$5.00 to

your gift certificate for each friend up to 6, so you could end up with a \$40.00 gift certificate!
Doesn't that sound great!

I will call you on _____ to confirm your spot, give you directions, and to see if you have any guests coming. Does that sound okay? I like to pre-profile the guests beforehand, so when I call please be prepared to give me their name and phone number. I will be calling them simply to find out what kind of skin they have so that I can be prepared for them as well. Does that sound okay?"

**[Have specific times in mind on your books (x'd out approach). Be flexible AFTER they can't make any of your available sessions.]