

Referral Club

Thanks to Director Anne Harris for passing this on...

Katherine Van Dyke went from \$34,000 in sales last year to \$60,000 in sales this year simply by implementing this awesome 10/10 Referral Club!

Here is what you say:

"Hi, _____, this is _____ your Mary Kay consultant. I'm going to talk fast because I know you're busy. We've just started an awesome Referral Program called the 10/10 Club. For a limited time, you can receive \$10 in Free Product EACH time you refer a friend who has a facial -- AND your over-committed, under-pampered friend will ALSO receive \$10 in Free Product when she has her facial. So who are your 3 most over-stressed, over-committed, under-pampered friends who could really benefit from my stress-free service? (get their work and home phone numbers). GREAT! When they have their facial, I'll call you so you can have your shopping spree! THANKS AGAIN and keep thinking "who do I know" who is over-stressed and under-pampered because there's nothing I enjoy MORE than giving YOU a FREE shopping spree!"

This is a win-win! Think about it from your customer's point of view -- her friend "wins" and she "wins"! Plus, YOU "win" because referrals are GREAT!!! For an investment of \$10 wholesale you've made your preferred customer even "happier" and you have a brand new customer!