

VALENTINE'S DAY

Girlfriend Pampering Package

By Melinda Balling

Here is a wonderful way to obtain 50 new names of women to follow up with and schedule for a complimentary facial. First, make a list of 10 (or more) of your best and/or favorite customers. Using the following dialogue, call each customer and say:



This "referral gift" can be offered anytime. Valentine's Day is simply one of those very special times to give the gift of pampering!

"Hi, _____, this is _____, your Independent Mary Kay Beauty Consultant. I wanted to take this opportunity to call and wish you a Happy Valentine's Day and offer you my Valentine's Special of (*whatever special you might want to offer*)". Go on to say, "Speaking of gifts for special people, I have five Pampering Packages which include a \$10 gift certificate for you to give to any five friends or family members you choose. This will be a Valentine's Day gift from you, at no cost to you, to be scheduled at the recipient's convenience. Their Pampering Session will include a complimentary facial, Satin Lips and Satin Hands treatment, along with a color makeover. The complimentary \$10 gift certificate can be used towards anything in our product line. Remember, you can select up to five women whom you think would enjoy some special pampering. The only stipulation is that they are over 18. If they happen to already be Mary Kay users, I will get their consultant's name and arrange to have her do the pampering appointment. I know your girlfriends or family members will be so happy that you thought of them. _____, who would you like to choose to receive this special gift from you?"

What to say when you call her friends:

"Hello, _____, this is _____ calling. We haven't met yet, but we have a mutual friend, (*friend's name*). I am _____'s personal Mary Kay Beauty Consultant, and she has arranged for you to receive a special Valentine's Day Gift. Do you have a quick minute for me to give you the details? Great! _____ has asked me to arrange a time for you to receive a Special Pampering Appointment. Your appointment will include a gift certificate, facial, makeover, and Satin Hands & Satin Lips Treatment for you to be scheduled at your convenience. Tell me, _____, do you currently have a Mary Kay Beauty Consultant servicing you?" (If she has a consultant, ask for the consultant's name and number



and explain that you will give the consultant a call so that she can get back with her and schedule a convenient time for the appointment.)^{*} If she says no, then you can proceed with, "Wonderful! _____ said you were someone very special, and so I am looking forward to meeting with you and giving you an hour of pampering. What is usually best for you, daytime or evening....etc...?" Schedule her appointment.

^{*}Note: If she already has a consultant, call the consultant and let her know her customer was given as a referral and ask her if she would be willing to contact her and schedule an update facial and honor the gift certificate. You can then call your customer back and explain that she still has a gift she can "reassign" to someone else.

Need Names!!! Try Booking Restaurants!



Setting up a restaurant

Call and set up a restaurant to partner with. Usually non-chain restaurants are best. Call the restaurant and ask for the owner or manager. Script: Hi _____ this is _____. I'm a consultant with Mary Kay and we've worked with A LOT of restaurants in the past for Valentines Day. We offer a service where we hand out carnations free of charge and hold a drawing for gift certificates, some of which we purchase from you and the others are given away through Mary Kay. The women seem to really enjoy getting a flower as they walk in the door. Is that something I could partner with you on this Valentines Day?

Set up the time and ask how many customers he/she usually sees on that day and figure ½ will be women.

Ask if he/she will be working that night so that you know who to work with when you get there. You may want to find out what time business really picks up that night and get there a little before that.

When you arrive:

Arrive dressed SHARP and have your warmest smile on for the night. Have the flowers with you and a nice basket to drape the flowers over. In the basket should be your registration slips and pen. Sometimes you will have a table to rest the flowers on and sometimes you will need to hold the basket- depends on the set up. Make sure you pull out about 10 flowers and get set to greet people with pen, flowers, and drawing slips in hand.

Make sure to set up right at the front door and as the women walk through the door hand them a carnation and say "Happy Valentines Day- this is for you compliments of Mary Kay and _____(restaurant name). Here is a slip for the drawing we are doing for gift certificates to Mary Kay as well as _____." Note: if you ask them if they want a flower they may say no because they think they have to buy them. It is very important to say "This is for you" and get the flowers in their hand. Also, "Here is a slip for the drawing we are doing" and put the slip in their hand. If you ask them if they want to put their name in they may say "no".

Feb 15th-Next day: 1. Call all leads IMMEDIATELY – do not leave a message but do call when people would actually be home. If you have a chance during the day then call them all during the day and again in the evening. If you are not able to call in the daytime then call at night but MAKE SURE you call immediately so she feels like she is a winner because EVERYONES A WINNER!

2. Send a thank you note to the restaurant manager and call him/her to see what they thought of it and see if he/she would like you to come in again for administrative professional week (lunch) in April 23-29 or on Mother's Day May 14th.

Feb 16th Call all leads again- it is up to you if you want to leave a message. I usually do after 3 attempts but not before. Usually they will not call you back anyway. I usually keep calling all leads until I reach them. The best time to reach people is between 6-9pm. Some nights are better than others.

Script: Hi _____ this is _____ I met you at _____ restaurant on Valentines Day handing out flowers and I am calling because I pulled your name as the winner of a gift certificate and makeover in the drawing we did! (Sound excited) Would you enjoy some extra pampering? Great! I can come right to you or Monday nights I hold makeovers at the Eagan community center- what would be best for you? (Set up time) _____ do you like free stuff? Great! It's up to you but if you have 2 friends join you I get to give you extra free products, but please no more than 5. Do you think you'd have a couple of friends that would like to join you? Great! Okay I will plan on _____ at _____ time and I will send you a reminder card in the mail. Thank you so much!

SECRET CUPID PAMPERING PACKAGE

Melinda Mercedes Balling, ESD

Ask your party guests for 10 names of friends who they would love to pamper with a "Secret Cupid Pampering Package". Or, call ten customers or friends and ask for 10 names, that's 100 new prospects!

IF YOU HAVE NAMES IN A DIRECTORY OF SOME KIND, YOU CAN BE YOUR OWN SECRET CUPID AND CALL THEM RIGHT FROM THE DIRECTORY!

A FUN WAY TO ASK FOR REFERRALS. *"Hi, _____, it's your Mary Kay Beauty Consultant _____. To celebrate Valentine's Day we are giving our favorite customers an opportunity to select up to 10 women they know to receive a free Valentine's Day Pampering Package. The appointment will include a satin hands and satin lips treatment, facial and color consultation. Here's how it works – you can give me the names and numbers of up to 10 women you want to receive this special gift. I will say, I'm playing Cupid and the gift is from a "Secret Girlfriend" I will call them and tell them that their friend has arranged for them to be treated to a complimentary pampering hour with a facial, makeover, and a gift certificate. By the way, this gift certificate would be from you, but at no cost to you. As my Valentine's Gift to you, I'll make sure you get a gift certificate of \$10 from me for every person who schedules her pampering appointment. Tell me, _____ who can you think of that would enjoy a Secret Cupid Pampering Package?"*

When you call the referral you can say....

"Hi, this is _____ with Mary Kay Cosmetics. We haven't met but a friend of yours has given you the gift of a Mary Kay Secret Girlfriend Pampering Package for Valentine's Day. Now she instructed me to NOT tell you who she is because she didn't want you to feel obligated to get her something. So, I'm calling to tell you what your gift includes. You get a facial, a hand treatment, a lip treatment and a Gift certificate. (I would suggest you make it \$10) _____, your pampering session takes about 40 minutes. Your secret girlfriend wanted to make sure that you enjoy this pampering gift as soon as possible. What time works best for you, daytime or evening....etc." After you book her for the facial, you can say, "_____, I want you to know that you are welcome to share your appointment with a friend. I'll be happy to give her a complimentary pampering appointment as a special gift

Note: You can certainly modify the above scripts and let them know it is optional if they would prefer the recipient knows which friend is giving her the gift.

If she says she is already using Mary Kay, ask for her consultant's name so you can "transfer" the pampering package. Call the consultant and explain that her customer was given to you as a referral and you would like for her to honor the gift.