

Sarah's Booking approach in order to get 100 names in a day!

This is what I did:

Materials : Take a vinyl bag with a look book, big stack of business cards with attachment, 2 pens, and make a sign and tape to inside of vinyl bag that says "Win \$100 of Free MaryKay"

I went to every business and did not discriminate of what kind of business it was, and kept my eyes open for women. (I live in South Beach miami and there are lots of tourists here this is why I focused on local businesses to get this done fast!) This is what I said:

Hi! May I ask you a question? (yes)

I am new to the area, am building/growing my business, may I offer you my card? (yes)

(wait to see if they say something, and chat if they do)

Do you like to win free things? (yes, or what do I have to do?)

May I tell you what I am doing? Today I have challenged myself to meet 100 people, because I don't know anyone here and am building my business. I am offering \$100 of free Mary Kay product to one person who enters today!

(what do I have to do?)

Just enter your name here and fill out whether you would like a facial, have interest in hearing more about the company, and what products you are interested in sampling.

after they enter if they seem open I ask the following.....

Would you like another chance to win? (yes)

Who do you know that would like to win \$100 of free product? Just enter their name and phone number so I can call them when they win and make sure to put your name as a referral and I will give YOU \$50 free product if your friend wins!

Thank you and good luck, I hope you win, and anyway I will be calling you to book your free facial! (if they checked the box).

THATS IT FOLKS! NOT ROCKET SCIENCE! I focused on getting many yes's with my dialogue..... and then asked for the name/entry, people were very friendly, wanted to help, did give referrals and I received 48 names!!!! Plus, an interview, a booking at a retail store for the following weekend to have a table and two restaurants to put facial boxes! YOU CAN DO IT TOO! Be yourself, change the script so it feels super comfortable for you, and have fun!

Lots of Love and belief in this amazing company!
Sarah Eley

Treat your self to a complete Mary Kay experience

Complimentary and no obligation!



inspiring beauty. enriching lives.

MARY KAY®



Includes a \$25 Voucher to be used at your appointment!

Which would you choose?

- * Have a custom Skin Care Programme designed especially for you?
- * Allow me to create a new look for a new you with our fabulous Mineral Make-Up?



Call now and make your appointment - *you deserve it!*

- * Make a private appointment
- * Share with a couple of friends and receive a 40% discount
- * In my studio or your home.



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How do you create more business??



Hi, my name is Shannon Kastellorizios.

About three months ago my business was not where I wanted it to be, I was getting desperate and was determined to find a way to pick it up fast!

I was spending a lot of time thinking about it when the idea of sampling three women a day came to me. I thought that if I could ask three women every day for two weeks to try our samples then I would have sampled 30 women in the month! I really wanted to generate more income in between my classes, and this is perfect. I now have more class bookings and sales.

It is important to note that while sampling will enhance your business it is not to be substituted for your classes, this is where bigger sales and real growth will happen. I went for it! I hit the streets and asked three women sometimes more to try our samples for their opinion, well it worked! No one said "no" and within that first month I had sold over \$5000, booked two classes and had found two new Consultants!! This is amazing! It works and is so simple!

The business is still rolling in and I am still out sampling! Give it a go! I did up a little sample dialogue to put into the bag, I have attached it below. I also put in a Microdermabrasion sample, TimeWise sample and a firming eye cream sample. I avoid giving out look books at this point as it can add up. Make sure you get a name and number to call within 48 hours for follow up and watch the sales roll in! Happy sampling!

Sample dialogue

Hello and thank you for taking the time to try these samples!

Mary Kay is a top quality product and I'm really looking forward to hearing *your* opinion!

Of course, you may want to get together with one or two of your friends for some pamper time, or to create a new look for you! Our new range of mineral

Make up is *fantastic* and again I would really value your opinion!

I will be calling you in a few days to follow up on these samples that will be the time for you to arrange your own special time for more fun! So I look forward to speaking with you!

Regards

Positive Question "Openers"

Independent Executive National Sales Director Arlene Lenarz writes, "I remember the first time I attended a class about positive question openers. The teacher said we should say two sentences/statements and then ask one positive question. What do you think about that? He also told us when we put three sentences in a row without a question; our listener is no longer listening. He said, 'When every third sentence is a question, you will triple your sales,' and it worked for me! Can you see the benefit in trying it? Use this technique with your family, too. Talk about results! Did you realize that every third sentence in this paragraph was a question?"

"It's been taught that the more you get people to smile, laugh, and say yes, the more they will buy. When you are at an appointment and just lecture, they will only retain 20 percent of what you say. If you get them to interact with you by smiling, nodding and laughing or crying, they will retain up to 80 percent of what you say. Use these following questions at your appointments and during interviews. My husband often gives speeches/talks and uses them in his business. His talks get rave reviews! Dazzle your next appointments!"

How to ask your way to success...

Can you get excited about...? (example: Can you get excited about a 155% increase in skin softness with our "miracle set?")

Do you see the value of...?

Do you see the benefit in...?

Can you see the merit in...?

Wouldn't it be terrific if...? (ex: Wouldn't it be terrific if you were using this product every morning and every night?)

Aren't you glad that...?

Aren't you looking forward to...?

Doesn't it make sense to...?

Don't you agree...?

Isn't it going to be fun when...? (ex: Isn't it going to be fun when you are receiving constant compliments on your skin?)

Isn't it about time that...?

Doesn't it give you confidence to know...?

Wouldn't it be worthwhile to find...?

Can you see the advantage of...?

Wouldn't it be reassuring to...?

Don't you feel that...?

Wouldn't it be great to save money by...?

Aren't you really excited that...?

Won't it be gratifying when...?

Isn't it good to know...?

Wouldn't it be marvelous to...?

Haven't you enjoyed...?

Haven't you benefited by...?

Wouldn't you be happy to...?

Aren't you happy to know...?

Aren't you anxious to know...?

Isn't it fantastic to know...?

Isn't it wonderful to find...?

Wouldn't it be satisfying to find...?

Isn't it worth considering that...?

Wouldn't you prefer...?

Don't you feel that it is best if...?

Don't you feel knowing that...?

Can't you see how this would...?

Wouldn't it be significant if...?

Wouldn't you like to strive for...?

Wouldn't a higher quality life be worth...?

So, how do you talk to 5 people a day?

The answer is cotton balls. Yes, cotton balls. This is so easy! I don't know about you, but I can be a little afraid to offer someone my business card, but here is a NON-THREATENING, public service way to do just that.

Take a cotton ball, wrap it in a 4" square of pink tulle, tie it with a ribbon, spray it with perfume (a Mary Kay fragrance in case there is any doubt I'm using journey because we are on a journey!!!), put it in a ziplock bag to hold the fragrance (you've made a little potpourri sachet) then staple this to your business card to which you have affixed a label on the back that says, "The Mary Kay Ash Charitable Foundation hopes this sachet will remind you to do your monthly self breast exam."

If you hand out 10 of these a day, about half of the people will talk to you, and of those 5, 1 will book an appointment.

How do you approach them? Say "The MKACF supports research for women's cancers and the company has asked me to hand out 10 of these today. May I give you one?" Ask them to keep it in their lingerie drawer as a reminder to do the exam. If she says ANYTHING, say, "the company has also asked me to give out \$5 or \$10 gift certificates which would you like to have?" !

\$5 for a facial, \$10 for a skin care class MUST BOOK ON THE SPOT AND COUPON EXPIRES IN 2 WEEKS!

I am starting this today! THANK YOU PAT FORTENBERRY!!!

I love to book!

I book everywhere I go!

Everybody wants to book with me!

My datebook is ALWAYS full!

At this workshop were many amazing women, but one stood out. Her name is Kimberly Roop. She is 26 years old, married with two small children, and this time last year she was a Consultant. Today, her Unit is on-target for \$1 million in production, she is driving a pink Cadillac, will be an Executive Senior Sales Director (5 offspring Directors) next week, and will probably be the youngest National Sales Director and the first one to do it this fast. If she can build this business with a husband and two small children, what is holding me back? What is holding you back? You can do this!

Women·Helping·Women
Professional Women's Network

Professional Women Referral

Name	Phone	Career Category	Company	Referred By
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MARY KAY® presents

**TRADING
FACES**



- Get a Buddy
- Get a Makeover
- Remodel and Renovate Your Friends Look
What colors will you pick for your friend's new look?
- Get a glimpse of the newest Mary Kay® colors
- Get pampered with America's Best Selling Brand of Cosmetics
Unfortunately, there are no hunky carpenters!!

SPACE IS LIMITED, SO CALL AND RESERVE YOUR PLACE TODAY!
Your Host and Independent Beauty Consultant

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FREE ENTRY



WIN!

Valentines' Day Draw

Write your name and phone number on a ticket and enter the draw to win these fabulous goodies.

Treat yourself or surprise your Valentine!



Women·Helping·Women

Professional Women's Network

Picture

Business Card

Business Bio

My Profession _____

Began In _____

About My Company _____

A Description Of What I Do _____

Community Activities _____

Awards, Honors and Degrees _____

My Family _____

Model: _____

Date: _____

Skin Type: Dry Normal Combination Oily

Hair Color: _____

Favorite Mary Kay Products Sampled At My Makeover:

My Look: _____

Foundation Color: _____

Eye Colors: _____

Eye Defining Pencil: _____

Cheek Color: _____

Lip Liner and Lipstick: _____

Lip Gloss _____

WARM CHATTING 'MAGIC WORDS'

I encourage you to approach 15 women in the next 3 days using these magic words

How many times when you're out and about do you see someone you'd love to offer an appointment to? Such as the women who impresses you when you're out shopping or while paying a bill or the waitress in a coffee shop etc.

Script if using our Mary Kay complimentary beauty appointment vouchers

"Excuse me, my name is _____, and I work with Mary Kay Cosmetics."
(Give/pay her a genuine compliment) "I would love to offer you a FREE skin analysis and beauty appointment at absolutely no obligation. I have one of these vouchers I would like you to have. If I gave this to you would you use it?"

Wait with a positive expectancy and make EYE contact with a smile.

When she says "yes" explain how to fill out the voucher and how it works.

"May I have your permission to give you a courtesy call tonight when I have my diary in front of me so I can make a time to do that for you?" (wait for a response)
"I look forward to talking to you soon!"



OR

Script if using our business card

"Excuse me, my name is _____, and I work with Mary Kay Cosmetics." (Give/pay her a genuine compliment) "I would love to offer you a FREE skin analysis and beauty appointment at absolutely no obligation. Is there any reason why I couldn't take your name and number and give you a courtesy call to make a time so I can do that for you?"

Wait with a positive expectancy and make EYE contact with a smile.

"Great, just pop your details on here." (Hand her something to write on) "Thanks! Here's my business card. May I have your permission to give you a courtesy call tonight when I have my diary in front of me so I can make a time to do that for you?" (wait for a response)
"I look forward to talking to you soon!"

Call to follow up...



"Hi (name), it's (your name) from Mary Kay Cosmetics. It was lovely meeting you today. I won't keep you a moment. This is just a courtesy call to make a time for our get together. How it works is that I come to you, we sit at your kitchen table and begin with a personalised skin analysis, then treat you to a skin care pampering according to your skin's needs. So (name), what would be best for you I have a Monday or Thursday available, at 7.00 or 7.30pm?"
(Give her only two choices to simplify the booking.)

Confirm the date and time with her.

"Now (name), we can do this one of two ways. You can have your pamper alone OR because you don't know me you may like to share your beauty appointment with a friend. I can actually cater for as many as you can seat around your table. How it works is that I come to you, I run you through a personalised skin care program and colour makeover that we teach you how to apply yourself. There is absolutely no obligation and you will feel really pampered.

All I ask is if something should come up that you really have to change the date of our appointment that you let me know as soon as possible out of courtesy and we can simply re-schedule. Thank you (name) I look forward to spending time with you on _____ at _____."

MAKE SURE SHE HAS YOUR CONTACT DETAILS!



WARM CHATTING

you can do it!

BEFORE YOU WARM CHAT

1. Dress for success!

Imagine Mary Kay was going with you...how would you want to look? Then remember this: you ARE Mary Kay to everyone you meet, so dress accordingly! Wear your Mary Kay badge proudly – it validates to people that you are a representative of the company.

2. Check that you have everything you need:

Business cards, complimentary beauty appointment vouchers, lipstick or skin care samplers, pens, and your diary. Read your scripts before you go and practice out loud while you dress, while you drive, while you wait in line, anytime there is not a lady within 3 feet of you!

READY FOR WARM CHATTING

1. Smile!

A smile radiates positive energy! Confident people smile, scared people frown.

2. Raise our eyebrows slightly

This will help you look pleasant and approachable.

WHILE YOU WARM CHAT

1. Look the person in the eye

2. Control the speed, tone, and inflection of your voice.

Your tendency will be to go too fast...slow down and enjoy the experience.

3. Always find out what is the best time to call her within the next 48 hours to book her appointment.

4. Always thank the person for her time.

WARM CHAT DIALOGUES

With either a business card (tear off) or Beauty Appointment Card (Optional - attach a lip or couple of eye shadow samples in neutral colours).

SALES ASSISTANTS ETC

“Thank-you (her name), you have been so (sincere compliment: helpful, efficient, kind, patient). Would you be offended if I offered you a Complimentary Beauty Appointment? I’m a Beauty Consultant with Mary Kay Cosmetics and I would love to do something nice for you. Just pop your name & number down here (pen & card held toward them) and I’ll make sure you receive a Free Skin Care & Makeup Lesson / pamper session with Mary Kay” (alternative to “beauty appointment”)

IF WARM CHATTING IN A SHOPPING STRIP (OUTSIDE)

“Excuse me, we’re in ____ today offering free skin care & makeup lessons, just pop your name & number down and I’ll make sure you receive one”

If hesitation ... “there’s no obligation attached I’m interested in your opinion of our range this is our way of introducing our products to ladies as you can’t try Mary Kay in the stores”

LIPSTICK SURVEY/SKIN CARE SURVEY

Take with you your Complimentary Beauty Appointment Vouchers with either a lipstick sample or sample of the Oil Free Hydrating Get attached to the back. You can do this anywhere...anytime so it is great to just be prepared and always have these in your handbag.



WARM CHATTING

you can do it!

LIPSTICK SURVEY/SKIN CARE SURVEY *Continued*

"Excuse me, you might be able to help me. I am in the centre today conducting a lipstick survey/skin care survey. I need to get the opinions of 10 lovely ladies. Would you do me a favour and take this sample home to try and I will give you a call in a couple of days and you can tell me what you think? (Hand her the beauty appointment voucher with the sample and a pen). Just pop your details down here and we can work out when is the best time for me to contact you. Also, for participating in our survey and helping me with your opinion you are entitled to a Complimentary Beauty Appointment/Free Skin Care & Make-up Lesson, which I will really look forward to. We can arrange a time for that when I call you.

MODEL FOR BEFORE & AFTER PORTFOLIO

"Can I ask you a question? I couldn't help but notice (sincere compliment). My name is (your name). I'm a Beauty Consultant with Mary Kay Cosmetics and I've been looking for someone just like you (could be her hair colour, eye colour, eye shape etc) to model in my Before & After Portfolio. I would just kick myself if I walked by without saying something to you! Has anyone ever asked you to be a face model for Mary Kay?"

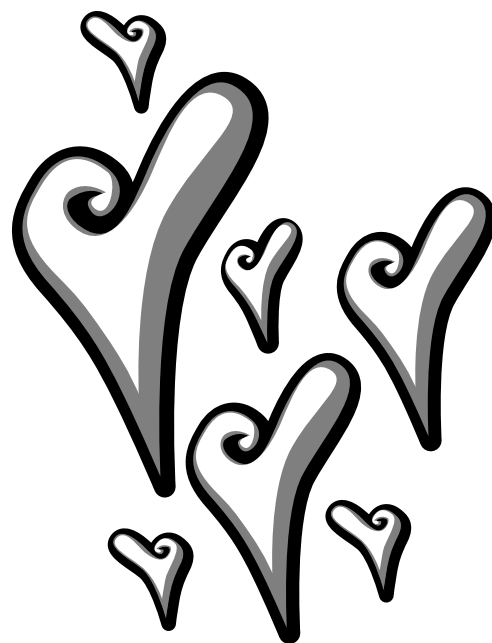
WARM FUZZIES DIALOGUE

With your "Warm Fuzzy Basket" and Complimentary Beauty Appointment Vouchers you can go warm fuzzying to raise money for the Australian and New Zealand Breast Cancer Trials Group (or Breast Cancer Research). This is very successful when you go door knocking in your local streets and/or your local shopping strip (avoid shopping centres due to public liability issues). You could also conduct warm fuzzying at your local school fete, markets, or special events such as Mother's Day, Melbourne Cup, and Valentine's Day etc.

"Hi my name is... and I with Mary Kay Cosmetics. We are selling these cute little "warm fuzzies" today for \$2 to raise funds for Breast Cancer Research. Can you help us?"

For helping us today the company likes to offer every lovely lady a Complimentary Beauty Appointment to say thank-you. (Hold up Beauty Appointment Voucher) If I offered you one would you use it?

If she hesitates you might like to say, "Oh go on you deserve a pampering and I would love to get your opinion of our product!"



FACIAL IN A BAG

Try this idea for getting leads, it really works!

Print out the following 'Facial in a Bag' cards (double sided) and place a small pink delivery bag with a sample of Timewise® Cleaner and Age Fighting Moisturiser. If you have business cards, staple one to the sample.

Carry them in your handbag and aim to hand out at least 5 per day to people you meet. I usually say, "Excuse me, my name is _____ and I work with Mary Kay Cosmetics. We are doing a survey in your area today where we are handing out samples of our Timewise® 3-in-1 cleanser, exfoliant and toner along with our age fighting moisturiser. Everything you need is provided in the bag along with directions."



I then ask her, "Would you mind trying it, I'd love to have your opinion on the product. Just pop your name and number and best time to call here (hand her your notebook and pen) and with your permission I'll give you a call in a day or two to ask you some questions about it."

The next day, I call her and say:

"Hi, this is _____ from Mary Kay Cosmetics, remember we met yesterday? Do you have a minute for me to ask you some questions about the Timewise® products?"

1. Did you try the 3-in-1 Cleanser and Age Fighting Moisturiser?
2. Did you feel an improvement in the smoothness of your skin?
3. Would this be a product you could see yourself using?
4. If I were to offer you a complimentary beauty pamper and makeover, would you give me your honest opinion of Mary Kay's product range?

If she says yes, I then say, "Great, is weeknights or weekends best for you... etc." and proceed to book her for an appointment. I also tell her she has a \$10 voucher to spend on herself. Once the date and time is confirmed and I've waited for her to put it in her diary I then give her the option to share her pamper with two or three friends to earn more free products...

If she says no to the free beauty pamper, say, "Thank you so much for your time. If you change your mind you have my card, I'd love to treat you."

See how you go ladies and good luck!

Fight the signs of ageing and achieve beautifully smooth skin with the two step Timewise® Set.

Independent Beauty Consultant :

Facial in a Bag

Timewise® Set

Gift Certificate

This Certificate entitles you to \$10.00 worth of free products at your complimentary beauty appointment!

Mary Kay®

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This Certificate entitles you to \$10.00 worth of free products at your complimentary beauty appointment!

Mary Kay®

Directions

1. Apply a pea size drop of the Timewise® 3-In-1 Cleanser to your wet face and neck. This product is a Cleanser, Exfoliant and Toner in one.
2. Work product in small circles all over face and neck, avoiding your eyes and mouth.
3. Use for a maximum of 2 minutes then remove with warm water and a wet face cloth.
4. Pat face dry with a towel.
5. Apply small amount of the Timewise® Age-Fighting Moisturizer to face and neck.
6. Examine skin again... Softer, smoother and more radiant?

Note: It is recommended you protect your skin with a minimum SPF 15+ sunscreen.

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GREAT IDEAS ON HOW TO GET NAMES AND LEADS!!
Shared by some of Mary Kay's Fabulous Sales Directors!!

From Director Michelle Taylor

I have moved 7 times in the 10 years I've been building my business...courtesy of the U.S. Army!! :-)

I have found that for me, offering a sample of something along with my business card is easier than just asking for a name back. The other idea that really seems to work is placing a "fish bowl" at 2 - 3 businesses and being diligent about following thru with those names...my offspring is also a military spouse and she just recently moved again...she has been in MD about 6 weeks and has 2 new team members and many new customers because of fish bowl leads!!! I've attached the instructions in adobe, however I believe that there might even be info under Learn MK.

The key is persistence and not taking the no's personally!!!! Hugs, Michelle

Note – Fishbowl Info will come in a separate email attachment.

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FROM GERRY DEFUSCO

LAST YEAR I WANTED TO EXPAND MY CLIENT BASE, SO I CHOSE 50 OF MY VERY BEST , MOST RELIABLE CLIENTS, AND GAVE THEM AN OFFER THEY COULDN'T REFUSE. THESE WERE CUSTOMERS WHO ORDERED E-V-E-R-Y 3 MONTHS, WHEN THE NEW "LOOK" CAME OUT. I ASKED THEM IF THEY WOULD LIKE TO EARN 10, 20, 30, 40, OR 50% OFF THEIR NEXT ORDER. ALL SAID 50% OF COURSE!!!

I SENT THEM 5 BUSINESS CARDS, TENT STYLE. THEY EARNED THEIR DISCOUNT DEPENDING ON HOW MANY CARDS THEY HAD FILLED OUT AND RETURNED TO ME WITH ORDERS FROM NEW MARY KAY CUSTOMERS. WE HAD TO MAKE SURE THEY DID NOT HAVE A CONSULTANT!!

EACH TIME I SCHEDULED THESE NEW REFERRALS FOR THEIR INITIAL FACIAL, CLASS, SAMPLING SESSION, OR AN ORDER SENT OR BROUGHT TO THEM, MY EXISTING CUSTOMER RECEIVED 10-50% OFF HER ORDER. I GOT G-R-E-A-T CLIENTS AND MY PREFERRED CUSTOMER LIST GREW TO 316!!! BE SELECTIVE OF WHO YOU ASK AND THEY WILL BE SUCCESSFUL, PARTNERS WITH YOU. THREE OF THOSE REFERRALS BECAME CONSULTANTS....THEY PREFERRED GETTING 50% OFF ALL THE TIME :)))

.....
FROM SARA BENNETT

As someone who transplanted my business from Ohio to Florida 13 years ago and needed names in a hurry- the thoughts that come to mind are that you obviously are going to be going furniture shopping, and just getting things for the home. I just said that I've relocated my business into the area and was putting together a portfolio of professional women in Brevard county- etc- and that in return for them being a model, I would display their business card for free! This allowed me to approach branch bank managers, owners of insurance agencies, etc. because I now needed homeowners, insurance, etc-travel agencies, florists and that was very cool, because the first 10 customers I developed, I went to the florist, got 10 carnations, and hand delivered them to these customers at work, along with a mylar balloon thanking them for helping me get my business rolling and you can imagine what that did.

One more idea that worked very well and that was that there was a branch office bank that I wanted to develop business in so I put in a bag lots of tissue paper and a ton of samples, lotions, fragrance samples, hand cream samples and just deposited it on the counter of the teller booths and said loudly enough for everyone to hear me, "You guys look like you could use some presents so I brought you some goodies. Enjoy!" They were on them in a heartbeat and when I went back 2 days later to find out how they liked it, I picked up 8 new customers!!

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FROM DIRECTOR TERESA LENNON

Create a community directory where you live and volunteer to go door to door to get the neighbors information...and by the way, I'm new and have you ever tried Mary Kay before?

FROM JILL BECKSTEDT

Subject: How to find business when you know no one!

The following is from Sandee Slouha, a consultant, and daughter of Red Jacket Karla Devereux. Sandee has such a giving heart. She recently met a consultant from out of town who was at the Mayo clinic there in Jacksonville, with her child, for treatments. Sandee brought her home to dinner and served as a great source of encouragement to her. She is truly a blessing to many! I am soooo glad she is in our unit! She is adopted by Margaret Gormley, where she has already made many new friends by being 100% supportive of her adopted unit. I asked Sandee to share how she is buiding "from scratch" in her new home. Here is her response.

Dear Jill:

As per our conversation last night here are some ideas for other consultants that may be having some blank thoughts when it comes to getting their business going in a new place.

This is my story and I am building it more each day, if you find that you are getting stuck please call me I often get the best ideas when I talk to someone else. I moved November 3rd, 2000 to the Jacksonville area. I did not know a soul and even though I had taught for 10 years I knew that I wanted something more so with just my husbands paycheck and lots of prayer and faith I jumped feet first into my business.

The first thing I did was let my daughters teachers know that I sold Mary Kay and if they needed anything I was more than happy to help. The next thing I did was ask my director for a director in the Jacksonville area then I made a promise to myself that I would never miss a meeting, then I wanted to meet people and get to know the area so I have done the following and so far so good:

1. Went to a coffee shop and began talking to the girls that work behind the counter (I have 20 new customers from there and the list grows..... go at east 3 times a week and be nice and friendly and just warm chatter and show that you like them and that hey you enjoy their company) once you have some what of and established repore give them samples and ask them for leads.... In the month of December I made 600.00 in one week from the coffee shop.

2. I did this with all my samples and it has helped me get 5 new customers.... I went to Publix, our local grocery store and I went back to the Deli and asked the manger how many ladies worked there,,, then I went home and made little 17 bags and filled them with all the neutral sample I had. Then I went back and said that this was a little token of my appreciation for all the hard work they did and guess what I now have 5 ladies there that are new customers and I have them booked for classes.

3. Go to different clothing stores and ask if you can spend a Saturday giving

samples.... most places will say yes. The only thing you get from their customers is their names and then you call and follow up and get sales. I did this and I have 10 new customers plus the girls that work in the store.....

4. Find community groups that meet once a week or month... like the Garden club, Mommy and me groups, Mothers that works at home group... (better yet start your own group in that aspect).

5. We all have invested in Tupperware and Pampered Chef... Talk to their consultants and see if you can do some customer trading.... you would be surprised.

6. Go to the mall and walk with some goodies in a purse and hand them out to prospective clients,,,,, remember get name and number.

7. Any craft fairs that are around go and meet the people there...the beach.... restaurants anything that you know you may want to meet people...

8. Hospital I also found some new customers and all I did was give Satin Hands treatment to the cancer patient. I go in and I tell them that my grandfather passed away from cancer in 1994 and that this is my way of touching a life and making them feel better..... Some days I get 3 ladies other days none ... you just have to go with the flow.

Remember the worst they can say is NO,,,,, but you know no just means not now, and if you go to a place of business you don't need to get there number immediately because you know you can always come back to that business and find them.

Don't get discouraged, I know it is hard but if you must have your pity party do it quickly and then sit and think HOW CAN I RE BUILD WHAT JUST CRUMBLLED.... We all fail but the ones that fail and rebuild are now the red jackets, directors and National Sales directors..... and they way I look at it.... I have planted seeds all over and I will keep planting one day they will bloom. My business right now is a tight rose bud..... and I am it and taking care of it and one day it is just going to BLOOM... Like a real rose does.

Take Care
Faith in God and believe in your self

Sandee

.....

FROM DIRECTOR CANDY BAMBERGER

When I first moved to Jacksonville, last July, I plunged into the "7 up" plan...Finding 10 new names a day for the first 7 days of the month. NO EXCUSES!!

I also held a makeover brunch EVERY Saturday morning 10-12. I began holding them in my apartment, and then in my apartment complex's clubhouse. I baked a simple egg casserole and had a plate of fruit, OJ and coffee. To approach women, I used gift certificates (100 for \$15/ copy corp 310-478-1776). I would outstretch my hand and say "Hi, I'm Candy. I just moved to Jacksonville and I have ZERO girlfriends here. So I've challenged myself to meet 10 new friends a day! Your number 4! I also own a Mary Kay Business and I'd love to give you this gift certificate. It will allow us to spend some time together getting to know each other. I'm also having a pampering brunch on Saturday Morning for all of my new friends. Here is your invitation. I am looking forward to seeing you there!" This was very successful! Now I continue to hold brunches with my unit once a month.

FROM NANCY GETTINGER

Go to all the decent beauty shops and put out "facial boxes/bowls" having a monthly drawing for free hair cut or shampoo/styling and beauty consultation and product trials from the names in the boxes. Everyone gets a free Beauty consultation opportunity. But only one gets the "hair do". Make a deal with the shop owner.

.....

FORWARDED BY DEBBIE MIRAS

Dear Million Dollar Women:

This is similar to what Jennifer Schmidt, Margy Hendrickson and Jodi Mansfield did with GREAT success. It took them only a short time to get LOTS of names to follow-up with. Not to mention how great they felt giving a gift to women. They did hospitals/clinics and said they were honoring health care professionals. They also went to a daycare and handed them to moms as they picking up their children (you'll have to okay this with the daycare director). So, if you're looking at snow blindness (nothing on your datebook) and you don't want to pick up a phone book, here's a GREAT way to get names fast. I did this with Lorilee Rueter and in about an hour we got 75 names. It works so well!! Good luck!!

Love and belief,

Mary

HONORING PROFESSIONAL WOMEN

Supplies

1. Large bag to hold samples
2. Gifts to hand out
 - a. Any samples (I put in a TimeWise sample and a new lip color sample)
 - b. Business card
 - c. Piece of chocolate
3. Contact cards
4. 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. mall, 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. (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), preferably Tuesday night at 5:20 p.m. Be flexible AFTER they can't make any of your available sessions.]*

FROM DIRECTOR KATHY McGINNIS From Consultant CINDY RAND

Hi Kathy -

I wanted to share with you my smile back chatter idea. I have been reading so many ideas and hints I don't know if it really is my idea or a compilation of ones I have read but it has been working and I really look forward to chatting with people now - only one week after absolutely hating it!! Cindy

For all of you out there that Hate the idea of taking to strangers I have found a way for you to come to LOVE it!!! I call them "Smile Backs". I put fun smile stickers on my business cards (next to the Hawaii label that is centered at the top of the card) I punch a hole in one corner to attach goodies - but leave the tent together.

Then I write "Thanks for the Smile" and my Smile Back Bonus (10% discount if I call you OR 20% if you call me). I cut a Square of Cellophane (7-8 inch - perfect for those leftovers that are two small for a basket) and wrap up 2 kisses, a life saver, and a small sample item (lip gloss, triple action eye or lip - etc) tie it up and attach it to a tent card. One the side of the card that I will keep I write what the sample is. When I hand them out people are so excited that they made a difference in my day!! In order for my bonus to make sense I MUST ask them for their name and even when they say "No", they are excited that someone noticed them, they are nice and the no really doesn't matter - the good news is the no's are far and few between because they catch the excitement!!

I give them to any one who smiles back when I smile at them. I now look forward to sharing the smiles, the cost is little and I am getting lots of names. SO I encourage all of you to give it a try

FROM BETH PILAND

Here is what I do when I go into an area where I know no one:

I ask them to be a face model for me as I am doing a portfolio..

I introduce myself and say, I am Beth Piland with Mary Kay Cosmetics. We are the #1 brand of skin care and cosmetics in the U.S. for the ninth year in a row. However, the number #1 complaint we here at corporate in Dallas is that people can't find anyone that sells the product. I wanted to come in and introduce myself and let you know that I have full inventory and to see if anyone needs anything? From there I book them for a party or facial or book the women in the office at their lunch time for a hand facial.

I walk up to a woman and ask her to be a model for me at my success meeting,

These 3 ways will build a unit anywhere, b/c that is what Catherine did in Perry. She knew 2 people, her husband and his boss. Hope this helps. (Catherine is Beth's daughter, Catherine Piland-Carter, newly wed who moved to Perry, Ga, in Dec. and has won her car and is now a DIQ!!)

.....

I'm Interested in:

- Skin Care Color Cosmetics Body & Bath
- Nails Career Opportunity Winning Free Stuff

Have you ever tried Mary Kay products?

- Yes No

Do you currently have an active Consultant?

- Yes No

Do you want to share your facial with anyone else?

- No, just me 2-3 Friends Girls Night Out w/ 4 or more



Name: _____

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Phone: _____

Email: _____

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Name: _____

Address: _____

Phone: _____

Email: _____



State of
the art
NEW
products

Phone:
Email:

FREE

Microdermabrasion TREATMENT

DON'T TAKE OUR WORD FOR IT -JUDGE FOR YOURSELF- TRIAL IT FOR **FREE**

Register Here



MARY KAY COSMETICS



**Would like to introduce
Independent Consultant
Michelle Burgess**

If you would like to host a skin care lesson and have a lot of fun with friends, see and feel the products first hand?

contact

Michelle on miburgess@bigpond.com or telephone 0400 309 335

EVERY HOSTESS RECEIVES A GIFT

NOT INTO HOSTING

Well how does a free individual facial sound???
Relax and feel the products first hand – bookings essential

Don't wait contact Michelle NOW



Ask to see the Christmas Catalogue
CHOOSE FOR MUM, DAD, FRIENDS & OTHER FAMILY MEMBERS
NEW PERFUMES, LOTIONS & GLAMOUR PRODUCTS.
NEW MENS SPRAY.



Michelle Burgess:
37 Nightingale Drive
LAWNTON QLD 4501

Tel 07 3889 2943 Mobile: 0400 309 335

Email: miburgess@bigpond.com



Getting Leads with Time Wise Sampler Cards

Heather Plascencio has been in the company only 3 years and plans to debut as a national by Seminar next year. That would break all records! She is an incredible woman ... but she really doesn't have anything that you don't have except the unshakable belief in this opportunity and in her ability to achieve her goal. She will let nothing get in the way of what she has set out to accomplish. So, if you are determined to grow your business, if you are determined to have your hearts desire, then here is what Heather does every day to grow her business:

She goes out everyday with a purse full of TIME WISE SAMPLES IN THE SAMPLER CARDS WITH A COLOR SELECT CARD INCLUDED. She goes out for 1 hour a day and asks women to try the TimeWise. You can use words like this: "Excuse me.

I'm with a fortune 500 company out of Dallas and we have a new skin care product called Time Wise. I am looking for 100 new women to try the product this month. Could I give you a sample to try at home? ... I'd love to see how you like it. Here is my card, but I am pretty hard to get reach. Would it be ok if I either called or e-mailed you to see how it works for you? ... Great.

What is a good time to reach you? And your number is.....? My name is _____, and you are....?"

When you call back to check on them, just use the TimeWise survey questions.

Let them know how much it is and ask if they would be interested in purchasing the product. You can then lead into getting together with them for a facial or class. So, you have made a contact, had a person try TimeWise, have a TimeWise customer or a booking prospect. Not bad for very little effort.

Heather also looks for corporate women who are working 80 hours a week.

These women could do exactly what she is doing with the samplers on their lunch hour and develop an amazing business. Heather worked her other J.O.B.

80 hours a week including traveling for her first year in Mary Kay. You think you are too busy? This is the answer!

YOU CAN DO THIS!!! All it takes to make great things happen in Mary Kay is your excitement and belief. Will everyone say yes, of course not. But Mary Kay is about seeing the people and talking to the people!

Hello

Thank you for taking the time to try these samples!

Mary Kay is a top quality product and I'm really looking forward to hearing your opinion!



Of course, you may want to get together with one or two of your friends for some pamper time, or to create a new look for you! Our new range of mineral Make up is fantastic and again I would really value your opinion! I will be calling you in a few days to follow up on these samples and to tell you more about my Beauty Escapes where you can escape with your girlfriends and come to me for a special session of pampering and fun! I look forward to speaking with you!

Regards
Senior Sales Director
Beth Thomson

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