

LEADS.....LEADS.....LEADS

Here's a great new idea to use when you are out of names.

Pick 5-10 of your best/favorite customers. Make copies of the Skin Care Survey cards. Make as many copies as number of new customers you'd like to have. Give 10-20 of the surveys to your customer and have her pass out to friends/co-workers/relatives/neighbors who aren't already your customers. For every survey card she returns to you completely filled out, she'll receive \$2.00 credit with you to spend on a shopping spree.

Here's the script to use when calling your customers:

"Hi _____. This is _____ with Mary Kay. Do you have a quick minute? Great! I am so excited! I am growing my business and I need your help. I need to get 50-100 (you decide how many new leads you want this month) new names this month, and that's where you come in. All you have to do is have your friends, co-workers, neighbors, and family members fill out an area survey for me and for each one you return completely filled out, I'll give you \$2.00 credit towards a shopping spree. So, if you return 10, you'll have \$20, and the more you do, the bigger you have to spend on your shopping spree!!! How many surveys would you like to start with? 10, 15, or 20?" You assume she wants to do this.

Schedule a time within the next 24 hours to deliver the surveys to her. Schedule a time to pick them up in one week, and if she needs more, she can call you.

The key is to FOLLOW-UP within 24-48 hours of receiving the surveys back. Here's the script to use when you call the new referral. You are basically reading back her answers. For example:

"Hi _____. This is _____ with Mary Kay. Do you have a quick minute? Great! First I'd like to thank you for filling out my area survey card. I see that you marked "yes" you are using a skin care program, but "no" you aren't happy with the results. You did try Mary Kay three years ago and you don't currently have a consultant. But the thing I'm excited about is you marked "yes" you would give me your opinion on our current products if I were to give you a free facial and you'd like to share it with friends, so I'm calling to set up a time to get together. Which works better for you, a weeknight or a weekend?"

She's already told you she wants to have a facial, so you assume the appointment. Schedule the class/facial as you normally would.

There you have it. As many new names as you can handle and it only costs you \$10-20 wholesale. Is it worth it? YES!!! If you pick customers who love the product and spend money with you, they will rave about you AND Mary Kay.