

How to Get Referrals from Skin Care Classes

At some point during your skin care class plug Satin Lips into the agenda. I recommend after skin care, but before foundation. Have the guests apply the Satin Lips Mask and as they let it dry say...

“Ladies, as our Satin Lip Mask is drying I want you to locate your Customer Profile Card. (Hold one up so they know what they are looking for.) Now turn it over to the back and you will notice a place for 5 names and numbers in the upper right hand corner. This is a place for you to give me referrals. You see the biggest compliment you can give me is trusting me with your friends and family. I have built my entire customer base this way. As a special thank you gift I will give you \$1 off your purchase today for each name and number you give me. When I call your friends I will offer them \$10 off their purchase as a gift from you and I when they get together with me for a complimentary facial. It makes no difference to me whether they say yes or no; I’m just looking for names and numbers.”

At this point you must be silent. Tidy up the table...act like you are looking for something in your starter kit...anything you want...just don’t speak. Sometimes the women will just look at you. I may say something like, “You guys probably don’t know anyone’s number by heart. Feel free to get out your cell phones and scroll through there if you’d like.” I may joke that they can’t take their lip mask off until they give me some names and numbers, etc. You really just have to feel out the crowd. But do make sure that you are quiet after you give them the instructions. Some classes will give you 5 names total and some classes will give you 50. Keep practicing and I promise you this script works.

What to Say When Calling Referrals

“May I speak with _____? Hi, _____, you don’t know me, but we have a mutual friend in _____. How do you guys know each other? Great. Well, _____ the reason I’m calling is because I’m a Beauty Consultant with Mary Kay and I met _____ at a skin care class last week. _____ had so much fun trying our skin care and color and she thought you’d love a complimentary facial as well. As a special thank you gift from your friend _____ and myself, you will receive \$10 in FREE products when we get together for a facial. Does that sound like something you’d be interested in?”

If Yes:

Great! Do weekdays or weekend work better for you? Morning or Evening? Etc...

If No:

Okay, great! Well, _____ please know that if you are ever in the market for a Mary Kay Beauty Consultant your friend _____ has a consultant that’s in Mary Kay for life. I look forward to possibly meeting you one day in the future. Have a great day!