

Facial Box/Restaurant/Flowers & Chocolates Instructions

Supplies

Facial Boxes:

Cardboard boxes from Paper Zone
roses, Costco is great

Entry pads/skin care surveys – avail. for \$2 on Mon. Available from our office:
wooden roses @ \$.12/ea

Laminated Entry Instructions

Ribbon

Pens
on Mondays

*Facial boxes can be purchased for \$5
forms

instead of making them. This will be a
much better use of your time.

Restaurant/Flowers & Chocolates:

3–4 Dozen Roses – for fresh

or Chocolates – Dove singles work great

Basket with handle for chocolates

Entry pads/skin care surveys – available for \$2

Gift bag for entry

Pens

How to get your boxes out:

Go to local family-owned businesses (restaurants, nail salons, hair dressers, gyms, etc.), ask to speak with a manager and say the following script:

“Hi, I’m _____ with Mary Kay Cosmetics and we are putting these entry boxes in local businesses. Customers can enter their names to win free product from me and a gift certificate from your business, which I will purchase from you. Is there any reason why I couldn’t leave this here for a week or so?”

How to be successful with facial boxes:

Find a place to set your box where customers see often (e.g. on the front counter, in the waiting area, on top of the area where you dry your nails).

Facial boxes work when you have 20 or more out. They do not work when you don’t, so put them out in abundance.

1 out of 3 managers will typically let you put a box in their location.

Check on your boxes every 2 weeks.

When you check the first time, let the manager know that this location is working very well for you and you would love to keep your box in that spot for a few more weeks. Buy another gift card at this time. (Spend around \$5–10 on gift cards from each location.)

Always have extra boxes with you when you go to check on your boxes. Some will be damaged and need to be replaced.

If the manager is a woman, let her know that she will get \$1 worth of FREE product for every valid entry form you pick up from her location. You can give her a Look Book and start to tally her free product on the back when you come in to pick up your names.

Be patient. It often takes a month or so to get 20 great boxes out. Some work very well, while others you will need to move or may get tossed out.

How to book a restaurant promotion:

Make a list of family-owned restaurants in the areas you wish to work (corporate/chain restaurants are typically not able to host promotions) and plan to visit or call in the late afternoon (between 2:30–4:30, when restaurants are less busy in between meal rushes).

What to say:

“Hi! Is there a manager available? Hi, my name is _____ and I’m a local small business owner and Mary Kay Independent Beauty Consultant. I’m organizing customer appreciation nights in your area with other locally owned business and I chose to feature your restaurant because _____ (I’ve enjoyed your customer service, you have a great atmosphere, etc.). It’s so simple. We come in on a Friday or Saturday evening and treat all of your women customers to a rose at the door. Your customers also get the opportunity to enter their names into a drawing for a \$150 gift basket from me, plus a gift certificate from your restaurant, which I will purchase from you. Is there any reason why you wouldn’t enjoy a customer appreciation night from us within the next few weeks?

Great! Would Friday or Saturday work best for you? Should we come at 5 or 6? Great! I’m excited to work with you and surprise your customers!”

What to say to the customers:

Hand them the rose. "Hi, we're having a customer appreciation night tonight for all of the ladies. Here is a rose for you. You also get to enter to win \$150 in spa products and a gift certificate to the restaurant."

Wrap the entry form around the bottom of the rose and hand it to them with the rose. They can enter while waiting for a table or during dinner and return the form to you as they leave. Tell them to write the names of other women in their group at the bottom, so that if one wins, they all win. This way, you won't call a bunch of people who know each other letting them all know they won.

Call your leads within 24-48 hours. Draw for the restaurant gift certificate (\$15-20) from customers who book and hold their appointments.

Script for calling your leads:

Hi, is _____ available? Great!

This is _____ with Mary Kay and I'm calling to let you know that you have won a facial, makeover and pampering session from the drawing you entered at _____ on _____ (day).

(Pause for a few seconds.)

Do you have a few minutes so I can tell you more about what you've won?

If the answer is no:

OK, should I call you in a few hours or tomorrow?

If the answer is yes:

Great! You've won a personalized appointment, which includes a full facial, lip and hand treatments and a makeover! We just need to set up a good time with your appointment. Would you rather get together on a weekday evening or a weekend?

(If she wants to get back with you, let her know she should set up a tentative time just to get into the calendar, so it doesn't fill up without her. Then set up a time for the following day to call back and confirm the day and time.)

Great! Do Saturdays or Sundays work best for you? Afternoon or evening? Great! I have you down for _____ at _____.

The way this works is I come to your home to make it more convenient for you. I'd also like to you know that you can have up to 5 friends join you, which makes for a really fun night! And you would have the chance to earn free products, as well.

Earning product at your appointment is very simple! When you have at least 2 women join us who are at least 18 and don't already have a consultant, you'll earn 10% of the sales toward your product that night. When it's at least 2 women and 1 new appointment scheduled, you'll earn 15% and when it's at least 2 women and 2 appointments scheduled, you'll earn 20%.

The only thing I need to get from you either today or tomorrow is some information about your skin and the names and numbers of the women that you would like to invite. I'm going to be calling them to get an idea of their skin type, skin tone and any allergies or skin sensitivities that they might have so that I can put together products that will work well for them. Should I get those now or tomorrow? Great. Should I call you in the morning or afternoon? (Always give 2 choices. Never leave it open-ended.)

So, Susie, would you say that your skin is combination, oily, normal or dry? Great. Is your skin tone light, medium, tan, dark or olive? Great. Do you have any skin allergies or sensitivities that I should know about? Have you ever tried MK? Great. Are you currently working with a consultant?

OK, Susie, I have you down for _____ and I'll be calling you tomorrow to get the names and numbers of your friends. I just have one last thing to ask of you. Because of the busy time of year, it's really hard for me to reschedule, so I would really appreciate it if you could just try really hard not to reschedule and I'll have an extra free gift for you just for keeping your original date and time.

Thank you! I'll send out a postcard to remind you of the details. I'm excited to get together with you!