

National Secretaries Day and Mothers Day Restaurant Contacts

I have for 3 years gone into TGI Fridays and passed out samples of Mary Kay products and gotten names to follow up with. This has been very successful. I have new customers and new business partners from the effort. And my Unit Members have too.

Script to Call Restaurant:

May I speak to the Manager? Thank you. ___ this is _____ with Mary Kay Cosmetics. One of the services we offer restaurants is on National Secretaries day (Mothers Day) to pass out samples of our products to all women. It's just a nice way to treat your customer. May we do this at your restaurant? If yes.. National Secretaries day is Wednesday the 26th. Many bosses take their office assistant out on Thursday and Friday, may we also come those days. We will be doing drawings for free Mary Kay products. May we have a gift certificate from your store to give away too? Thank you very much.

Approaching Tables:

Always wait until they have been seated, the server has taken their food order and served their beverage. This is the best time. They are generally just chatting.

Hi my name is ___ and I am with Mary Kay Cosmetics. Mary Kay and (restaurant name) have teamed up to honor all women for National Secretaries day (Mother's Day). I would like to give you a sample of Mary Kay's revolutionary new skin care system called TimeWise. Mary Kay is conducting the Worlds Largest Skin Care Survey. Please put your name and number on my card and I will call you to complete the survey. We are also having drawings for (TGI Fridays) and Mary Kay. Have a great day!

You never know when the boss might be a woman, so you don't want to say we are honoring secretaries, she might feel offended and not take your sample. She could be looking for the opportunity we have and you now lost the contact.

Follow Up Call Script:

Hi ___ this is ___ with Mary Kay Cosmetics, how are you today? Great I just called to set a time to do that complimentary makeover or manicure. Which would you prefer the makeover or the manicure? Which is better for you, daytime or evening, first of the week or the last, 6:30 or 7? Great let me ask some questions about your skin care routine. (profile card questions) ___ I am looking forward to your makeover (manicure) on ___ at ___. It is as easy for me to do 3 or 4, as it is to do one. Is there any reason why you wouldn't share your facial (manicure) with some friends? You will receive free products for sharing. Does that sound like fun? Great Call me tomorrow with their names and phone numbers so I can find out about their skincare routine and needs.

If no: May I ask you why the facial is free it's just how we show our products and with our revelatory new skin care that has Retinyl Palmitate and age fighting properties, your skin would be receiving the best products available with our new research. Wouldn't you like to experience these new products? Great which is better for you, first of the week or the last, daytime or evening, 6:30 or 7.

You will be able to sell some of the TimeWise sets from the samples. But many times they drop it in their purse and have not tried it. I don't want to call them back again in a few days. I want to book it now. But if she can't get together, say. Did you try the sample I gave you? If yes, ask the questions on your Skin Care Survey postcard. ___ is there any reason why you wouldn't want to get started on your Skin Care system at this time. I could drop it off at your office or bring it by, which would be better for you? All we will have to do is match foundation what formula of foundation to you prefer. Cream, liquid, Oil Free or Crème to Powder? ___ I look forward to seeing you ___ at ___. Have a great day.