

\$10 Gift Card for Warm Chatter

Below is the idea how NSD Rebecca Evans from Las Vegas built her business with using a Gift Certificate for warm chatter booking. When contacts use their certificate they do it on your website. While checking out they key in all the important information that you need for you to follow up and add them to your PCP list. Since you make the delivery in person, you have another opportunity to make a good impression and book the class. Only people really interested will hit on your website.

The [\\$10 Gift Card](#) that you use for this is in pdf, but you can put in your personal information. Be sure to put in a certificate number. Start the numbering at 150 (won't you look successful?), so you can track the entries. Carry a little notebook or your date book and write down a little bit about the person next to the tracking number, so when she registers, you will remember who she is. That is what the certificate number is for. Date them for two to four weeks out. This information is similar to the certificate for the \$10 free with a MK facial, but this one has a unique twist to it, making just plain, good common sense.

Rebecca moved to Las Vegas, leaving her Unit and her customers in California and decided that she was either going to **give up or go up**. She decided to go up. She knew absolutely no one in Las Vegas, so she had to create a way to seek out new leads. She personally found the results from this type of contact to be more favorable than facial boxes, since 70% of our communication is non-verbal (body language, smiling, smell good, look good, caring, etc., and with this type of contact she was able to make another personal contact with them. She devised this plan of reaching a new customer base, because it puts the ball into the prospect's court. Her goal was to add 500 women to her PCP program via 'hits' on her Web Site... she explained that shopping from the computers is 'in', and we are not taking advantage of it as we could.

The certificate she uses is for \$10 free product to be used as they shop at her Web Site. The clients HAVE to give all pertinent information. For security purposes they put in their certificate number (these can be anything you want). You call to see where she wants her product **delivered..... NOT mailed!** Make up the product deliver really special, and then you can work the delivery as an avenue for booking a MK Event. You will also be able to see her body language!

Rebecca handed out over 500 certificates (she said as Directors we could easily do a 100 a week. No wonder she's a National!!) Out of that 500, she had over 350 hits to her Web Site, got over 250 bookings and secured 6 off-springs in one year!! Of course, the twist is the product needs to be chosen on line. Only those who want it will shop for it, and you will have a definite, and probably, successful lead without using the telephone. Plus she will then be on your mailing list!

This is the explanation she gave for money output: Say you get 10 hits out of 100 handed out without any other purchases, which is rare, that costs you \$50 wholesale. She asked, "How long would you normally spend on a telephone trying to secure leads?" And, "How devastating that can sometimes be to your esteem.... most discouraging, right?" "Is your time worth \$50 for a 10 hits on your website using the tried and true MK Image body language? And you have a definite interested prospect!" It makes sense!!

Here is her dialogue (With pin on, MK Image, Go Bag)

"I don't know if you noticed, but I'm with Mary Kay. Are you on anyone's Mary Kay mailing list?" (tilt head to left, squint eyebrows together as if really concerned)

If no, **"So you don't have a Consultant servicing you?"** (If yes, then follow MK Golden Rule, but have her encourage her consultant to put her on the company's Preferred Customer List) If prospect says no, (Intake of breath,) **"You don't!"** (hand over heart)

"I'd love to put you on mine. I send my Preferred Customers 4 quarterly catalogs, each with a great gift with purchase, lots of samples and the latest in glamour. How would that be?" (Bite lower lip)

If prospect says yes, say **"My catalogs are on my Web Site, plus so much more. May I give you a Gift Certificate for \$10 and you can go and shop at your convenience? What do you think you'd like to purchase - a lip gloss, a new mascara? When you've made a product choice, just check out, type in all your information, just as you would if you made any other type of purchases online, but tell the computer that you'll be contacting me for payment choice... that's when I can deliver your product FREE."**

Thank her and tell her you will be looking forward seeing her certificate being redeemed. Not very intimidating, is it? You'll also see that we can go ahead and get pertinent information, if she's willing, but that's not imperative. If she's interested, she will hit on your Web Site... WOW, does this ever take the heat off both parties in a conversation. Rebecca's second idea was also masterful. She lines up all her personal guests to her success Meetings in the first 10 days of the month. To each prospective guest she offers a \$30 Shopping Spree on her website, delivering the guest's products on the night of the guest event scheduled and **only when she actually comes**. Do you all see how efficient this is? First, she will DEFINITELY come; second, another hit with all information into your computer!!!