

# Mary Kay Skills Training

## Handing out Business Cards

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- q Warm chattering is just being nice! Smile and pay an honest compliment or strike up a conversation while you are "living your life". People are all around – errands, activities, grocery store, school and church functions! Look and act your best, and people will want to meet YOU!
- q If you are nervous about handing out your cards, start by just smiling and chatting with new people. After a few days, give out your card and say, "Have a nice day." With your confidence up, move to the next step as described below and say, "If you're ever interested, give me a call." (Don't expect a call!) When you are ready, get your pen and business cards ready for the last step!
- q Have business cards and a NICE pen in a place in your purse that's easy to access. Your purse should be up-to-date and neatly organized. (Photo holders are great for the tent style business cards and training center maps and you can also tuck your pen in as well.)
- q Carry "Look Books" or "Beauty Books", Timewise samples, and training center maps in your purse and car.
- q Write notes on the back of the tent cards you receive so you can remember where you met the person, what they looked like and what you promised you would do for them. Have a little 'chubby notebook' or some other filing system to put the leads when you get them.
- q Set aside time (by using your Weekly Plan Sheet) where you'll follow-up on those leads within 24-48 hours. Leads are 'hot' the first day, 'warm' the second day, and 'cold' by the 3<sup>rd</sup> day.

Basic Steps: Remember – three questions/statements. Can, have, give...

- Opening: After you have chatted for a few minutes, pull out your business card and pen and say one of the following openings: 1. Can I offer you my card? 2. Excuse me – has anyone ever offered you a Mary Kay business card? 3. Would you be offended if I offered you my Mary Kay business card?
- Have you had any exposure to Mary Kay? (or 'have you ever had a Mary Kay makeover?')
- While you are handing her your card, tear off the tent card and smile and say, "Give me your name and number and I'll give you a call."

If yes to the opening, proceed with...

Have you had any exposure to Mary Kay?

- o If yes...say "who is your consultant?"
  - § If she has a consultant...say "great, I'm glad you're using our products! Have a great day!"
  - § If she doesn't have a consultant...and she's a little hesitant say "can I put you on my mailing list, and keep you updated on what's new?" Or, offer her a Timewise sample and tell her you would like to get her opinion. (Open up the sample and show her the statistics!)
  - § If she's upbeat and interested, I might say "are you ever free on a \_\_\_\_\_ evening to be a face model? We do makeovers every \_\_\_\_\_ night at our Mary Kay training studio." If she says yes or maybe, give her a map, and say...how about this \_\_\_\_\_?
  - § If she says yes, and it broke me out (or I'm allergic to it), say...'how long ago was that?' I try to NOT argue with them, but say, 'We have changed so much in the last few years, I'd love to get your opinion of the new Mary Kay.'
  - § If she says...I use Clinique (or some other brand), you might say, 'since you're using a great brand, and you know the benefits of a quality product line, I'd love to see what you think of our brand.' (Never criticize another line.)

If no to the opening, proceed with... Fill out this card and give me your name and number, and I'll give you a call in the future and put you on my mailing list to let you know when I have a sale or announce what's new.

If they still decline, smile and say, "Thanks for your time, have a great day." (And mean it!)