

Warfield Area Conference Call with Sr. NSD Pam Ross – 10/30/07

MOBILE BOOTH ON THE GO! Developed by a DIQ (Marcie) in Pam's Area when she could not find a craft fair/event that was not already booked. She has had THREE 10 party weeks as a result of this!!!

Her new National Area Goal is **10 by the 10th!!** Hold 10 parties by the 10th of each month. One of her offsprings brought in \$18,000 production as a result of this!

She takes a chart (attached) with her. Whenever you are out and about, put the chart on a clipboard, and when you are in line to carpool, the Dr's office, etc, or out and about when you would normally chatter book... *Would you like to be in my contest to win \$100 worth of free skin care?* Hand her the clipboard to sign up.

Marcie carries her clip board in her hand with a cover sheet on it "\$100.00 in Free Skin Care". Many people ask her about it. Can also shrink down to 5X7 clipboard size.

"Can you believe this line we are standing in? By the way, I'm giving away \$100 worth of free skin care! Would you like to enter?" You can select the ladies you'd like to have on your list.

IMPORTANT – CALL BACK WITHIN 24 HOURS!!!!

To winner, *"We met yesterday (in the carpool line), I was calling to tell you that you are my winner! You've won the \$100.00 in FREE SKIN CARE!! I'm so excited for you...(after hurrahs)... We need to set up a time to get together so we can see what your skin type is so you can select your free products (Schedule appt) By the way, you can share this with up to 6 girlfriends. In fact, for every adult woman who comes to share your appt with you who does not currently have an MK Consultant,, I'll add \$10 to that. However, because I am in such a good mood and really like you, if you have a full table, 6 girlfriends, I'll double that to \$200 free!*

Everyone on the sheet will win something! Because you save on the cost of the booth, you can give the booth cost in free product to get them to hold the appt.

To everyone else....*We met yesterday in carpool line, I was calling to tell you that you were one of my winners! Although you didn't win the \$100, you did win \$25 worth of skin care! Isn't that great!! I'm so excited for you! We need to set up a time to get together so we can see what your skin type is so you can select your free products. (Set appt) By the way, you can share this with up to 6 girlfriends. For every adult woman who comes to share your appt with you who does not currently have an MK C, I'll add \$10 to that! However, because I am in such a good mood and really like you, if you have a full table, 6 girlfriends, I'll double that to \$100 free!"*

If she is not home, leave this, *"Hi, this is _____ with MKC and I'm so excited! You are one of my winners!! I can't wait to hear back from you!"*

Also, when you are getting them to sign up, say to them, *"I normally do a drawing every day or two and I have to give this \$100 away, so it is important that I get hold of you if you are the winner. I really need a phone number that you will be answering right away. Is that your cell phone? Is that the phone you have with you all of the time? I promise not to take long. Is it ok if I call you at work (daytime...when ever you will be making your calls)? By the way, this is my cell phone number so if you see it on your caller ID, it's me!"*

Remember, IMAGE IS IMPORTANT!!!! These women will be looking you over, head-to-toe, so look the part, from your hairstyle to your shoes!

Pam is finding that a higher percentage of these warm chatters hold. Keys are to call within 24 hours and the free product. Also, you want to offer this to people who look like they would spend money on SC and Color. You have to qualify who you are talking to so that they will spend above and beyond the \$25.

From Cheryl – do your Weekly Plan Sheet so that you can be organized!

HOW PAM DID 60 FACES IN ONE DAY!!

MK was doing a 20/20 Challenge - She did not want to be the kind of leader who asked people to do things she didn't do. She did not have 20 separate times to hold parties, so she did 60 faces in one day. She ended up with having over 20 people in her area who did that or more!

She called about 150 people, customers, neighbors, team moms, etc, "I am so excited. I am going for a company record. I'd like to know if you would like to be a part of my history making event. I just need to borrow your face."

She had appts all day long starting at 8 am.
Crock pot – cut all of facial cloths in ½ and put in there
Cut lip colors, cheek colors in ½ and put on table.
Basic, Miracle set, basic color –
Made up a closing sheet – circle the sets you want
Did Satin Hands, Lips
Talk about Microderm or show on back of hand/elbow

First thing – placed an \$1800 whsl of skin care/supplements and the few glamour colors she was going to show. This also made her commit to the goal. Even if the first few were NOs, she had to go ahead and do it because she had placed that big order!

She had helpers, someone to help fill orders. She always had 2 tables going and one table being reset. Had a helper to fill trays, take up trash, etc. On orders, she would star those she wanted to personally go see and the order-filler would not put everything in the bag so Pam could take the rest of the product and see her the next day.

The momentum this caused in her area propelled her to finish her National area.

Notes by Debra Bishop – 10/30/07