

HOW TO GET 100 LEADS IN A WEEK!!

By Debra Bishop

1) Take a gallon zip lock bag (the kind with the zipper so the stuff won't fall out). In it put:

a) 10 surveys - Print on a bright color (in grayscale). It won't get "lost" as easily as white paper.

b) an ink pen with a curly ribbon tied on it (so it won't get lost)

c) a Look book and/or Beauty Book - make sure your contact info is on it

d) several business cards & a few sales tickets

2) Make 10 of these bags.

3) Call 10 women you know and ask them to help you. These should be "Chatty Cathies"...women who know a lot of women, work in an office around women, women who head up committees and like to talk. This is what you say:

Hi, Betty, I need your help! I've been challenged to get 100 skin care surveys filled out this week but I don't know 100 women.

However, I do know 10 women who know 10 women! Would you take 10 of these surveys to work and ask 9 other women at work to fill one out? For helping me out, you can select any item you want from my catalog at 1/2 price! (Or offer her a gift, a hand cream, a PCP gift or some of our discontinued glamour colors.)

4) Deliver the bags to your 10 helpers and set a DEFINITE TIME to pick the bag up - within 48-72 hours. Let her see you write the appointment in your datebook.

5) When you pick them up, you'll call those who want facials and say this:

Hi, Caroline! My name is Debra Bishop and last week, you filled out a skin care survey for Betty at work. I was calling to thank you for filling it out. (pause and see if she has any comments) I see that you marked that you'd like to have a makeover and so I was calling to schedule the appointment. Which is better for you...this week or next? (Book the appointment) I also see that you checked that you'd like to have a few friends join you. Let me tell you about my hostess credit. (Explain whatever hostess credit you are using.)

Here are the averages after doing this for about 10 years... If you give out and get back all 10 bags, you'll have about 65-75 names. Not every one will get all 10 done. Out of those, about 20-25 will check that they aren't interested or else have a consultant. Out of the 40-45 that are left, if you call all of them, you'll book about 25 and about 1/2 of those will hold. You'll end up holding about 12-15 classes. If they average \$300 a party, that is almost \$5000 in sales!! So....it is worth it to give out those 10 bags??

KEYS TO SUCCESS!!

- 1) Choose women who will do this for you!!
- 2) Pick up the completed bags within 2-3 days after you give them out.
- 3) Start calling within 24 hours and call everyone within 3-5 days after you get the names.
- 4) COACH, COACH, COACH your hostesses!!
- 5) Carry extra bags to those classes to give out to the new customers to get more leads!

I'd love to hear how you do with your 10 bags! Won't you send me your numbers when you are done so we can see if you fit in with the averages?