

VALENTINE'S DAY

Girlfriend Pampering Package

By Melinda Balling

Here is a wonderful way to obtain 50 new names of women to follow up with and schedule for a complimentary facial. First, make a list of 10 (or more) of your best and/or favorite customers. Using the following dialogue, call each customer and say:



This "referral gift" can be offered anytime. Valentine's Day is simply one of those very special times to give the gift of pampering!

"Hi, _____, this is _____, your Independent Mary Kay Beauty Consultant. I wanted to take this opportunity to call and wish you a Happy Valentine's Day and offer you my Valentine's Special of (*whatever special you might want to offer*)". Go on to say, "Speaking of gifts for special people, I have five Pampering Packages which include a \$10 gift certificate for you to give to any five friends or family members you choose. This will be a Valentine's Day gift from you, at no cost to you, to be scheduled at the recipient's convenience. Their Pampering Session will include a complimentary facial, Satin Lips and Satin Hands treatment, along with a color makeover. The complimentary \$10 gift certificate can be used towards anything in our product line. Remember, you can select up to five women whom you think would enjoy some special pampering. The only stipulation is that they are over 18. If they happen to already be Mary Kay users, I will get their consultant's name and arrange to have her do the pampering appointment. I know your girlfriends or family members will be so happy that you thought of them. _____, who would you like to choose to receive this special gift from you?"

What to say when you call her friends:

"Hello, _____, this is _____ calling. We haven't met yet, but we have a mutual friend, (*friend's name*). I am _____'s personal Mary Kay Beauty Consultant, and she has arranged for you to receive a special Valentine's Day Gift. Do you have a quick minute for me to give you the details? Great! _____ has asked me to arrange a time for you to receive a Special Pampering Appointment. Your appointment will include a gift certificate, facial, makeover, and Satin Hands & Satin Lips Treatment for you to be scheduled at your convenience. Tell me, _____, do you currently have a Mary Kay Beauty Consultant servicing you?" (If she has a consultant, ask for the consultant's name and number



and explain that you will give the consultant a call so that she can get back with her and schedule a convenient time for the appointment.)* If she says no, then you can proceed with, "Wonderful! _____ said you were someone very special, and so I am looking forward to meeting with you and giving you an hour of pampering. What is usually best for you, daytime or evening....etc...?" Schedule her appointment.

*Note: If she already has a consultant, call the consultant and let her know her customer was given as a referral and ask her if she would be willing to contact her and schedule an update facial and honor the gift certificate. You can then call your customer back and explain that she still has a gift she can "reassign" to someone else.