

Valentines Referral Idea

by Sr. Dir. Judy Heck, Martinsburg, WV

Call current best clients

"Hi, _____. This is _____, your Mary Kay Beauty Consultant. I am running a Valentine's special this month and I want to offer it to you. I'm calling my best clients and allowing them to give me the names and numbers of three people that you know who might need a special pampering hour- a complimentary skin care and color appointment. And guess what, at her pampering appointment I will give her a \$10 gift certificate from you."

"Now, _____, keep in mind, I can only allow you to give me 3 names and numbers so make sure the names you give me really need this pampering hour. (Pause) Is there any reason why you couldn't give me those names and numbers right now?"

(After she has given you the names)

"Now tell me about (Mary Sue) why does she need a pampering hour?"

"Thank you _____. I can hardly wait to call your friends and present them this pampering opportunity. And while I have you on the phone, do you have any Mary Kay needs?"