

Branching Out

(From the Art of Networking CD by Executive Senior Sales Director Cindy Machado-Flippen)



We all have a tendency to want to stay within our comfort zone. But, the key to success is to branch out and meet new people. Not sure how to meet new people and get great leads? First,... get out of the house! Second, use these suggestions to meet sharp women:

Beauty Salons

- **Find a salon** that is up-to-date and has some advertising in the windows.
- **Take some time** to get to know the owner, manager, receptionist and stylists.
- **Offer free makeovers** for their clients for client appreciation.
- **Tell them:** "This is a different kind of makeover. I am going to teach you how to do this yourself, so you can look this good all the time."
- **Get the staff to love you:** Give the receptionist at the shop an incentive to help you. Ask her to mention that you will be there doing makeovers when she speaks with people. Give her a lookbook, some samples, and a gift for helping you.
- **Get the names and numbers** of the people you will be making over beforehand. Call them to be sure they don't already have a consultant.
- **Do satin hands** on each client while they are getting their hair colored.

Brides

- **Check the newspaper and social media** for engagement announcements.
- **New brides make good new consultants** because they are starting a new chapter in life.
- **Tip: Split the makeover and facials into two sessions.** For the first session invite the bride, her maid of honor and her mother. For the second session: focus on the bridesmaids. This way you can devote more individualized time per person, and not spend the entire day.

Fairs

- **Bridal fairs, women's day fairs,** community days or local fairs, church functions, craft fairs, etc.
- **Check out city websites,** the newspaper or look for banners in downtown areas for announcements.
- **Call them and get a table.** It could cost anywhere from free to about \$30.00
- **Take special care to setup a beautiful display** to grab on-lookers attention.
- **Gather names** to do a drawing and sample fragrances or satin hands (if water is available).

- **You may not actually sell anything at the fair,** but you will have the opportunity to gather many helpful leads.

Girl Scouts

- **Find a good troupe leader.** This can be all it takes to make or break this event.
- **Have her set up a mother and daughter pampering session.** Don't try it with just the girls. You need the moms there so we can teach them what to do to take care of their skin, so that they can act as a mentor for their daughters.
- **We don't want to tell them** that we want the moms there because they have the cash, and we don't want the daughters going home telling the moms I want this, this and this and the moms don't know what is going on.

Facial Boxes (a.k.a. Fishbowls)

- **Facial box setup:** Use small sheets that say Register here to win a \$10 gift certificate to the store and a free makeover. Have 5 to 10 sheets out at a time, sitting next to a cute box with a slit for the registration cards to go.
- **Go to bagel shops, coffee shops,** dry cleaners, doctors offices (OB/GYN doctors), or any place that you spend money. If you are doing business with them, they should be doing business with you.
- **Talk to the owner,** inform them what you are wanting to do and get them sold on the idea.
- **Talk with the person behind the counter often.** Offer her a satin hands set for getting people to put their name and number.
- **Be sure to have boxes out at multiple businesses.** The more you have out the higher your chances of success. If one location is not producing results, move the box to another more visible location in the shop, or move it to another shop altogether.
- **Understand that some will be thrown out,** some will have names of men, and others will have kids that will sign up. Don't get discouraged. Amidst the other names that are deadends, you will get some great leads!

Referrals

- **The best referrals are from men that you do business with** or men that you know who do business with other women.
- **Men such as real estate agents,** or insurance salesman are always meeting sharp women.



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Healthcare Industry

- **Call people who work in the healthcare industry.** They are usually overworked and underpaid. The person in charge is always looking for ways to pamper the staff without taking a big bite from the budget.
- **Go into various doctors offices and offer your services.**
- **Tell them:** "I know that you are always looking for ways to pamper your staff. I here to help. I will not push product on anyone. I will just do a luxurious hand treatment and have books and samples in case someone would like something.
- **Have the clients fill out the cards** for a free facial/makeover and for the drawing. Bring wrapped PCP gifts for the drawing.
- **Bring a sample hand cream for everyone**
- **When applying the satin hand treatment** really massage their hands and this gives you a brief moment to talk to each person.

Chamber of Commerce

- **Call the Chamber** and find out when they have their mixers/business card exchanges
- **These are opportunities to meet lots of sharp professionals** (Ex: Moms/Women's Group (Mothers of Preschoolers, Moms of Twins, Women's Ministries, etc.))
- **You don't have to actually join the chamber,** just pay the entrance fee of \$10-20 for the event
- **Offer to do a small presentation** (if you are at their function, do on-the-spot mini facials, or on the back of one hand).
- **Have samples to pass around,** attached to your business card
- **Walk around tables and talk to professional women,** but also approach business men about pampering their wives or a special someone
- **When you spot a really sharp woman,** here is the sample script: "Hello! I only have about 10 minutes and I'm looking for sharp women to go in my portfolio of professional women. I've scanned the room and saw you and rushed over to ask if I could feature you in my Before and After portfolio of professional women?"
- **Then exchange cards.** The best thing is that you have her work number, so she's less likely to avoid you. She is a professional, so if she is interested, she'll say so. If she books, the appointment is more likely to hold since she understands business.
- **When you put her photo in your portfolio,** put her business card next to her face which will promote her business.

Fashion Shows

- **Offer to provide facials for the models.** This can lead to doing the makeup for their shows or on-going skin-care sessions.

Networking Groups

(It is recommended that you join groups with both men and women.)

- **Benefits: There is only one type of business represented** in each group (ex: beauticians, attorneys, dry cleaners, etc.)
- **They provide business leads for each other** and are required to give one tip per month
- **During the holidays all the group members will shop with you!**

Dress shops

- **Go to specialty shops, consignment shops,** Casual Corner, Express, etc.
- **Set up a table with a "Register to Win" sign.** Ask shoppers to register to win a gift certificate from the store and to receive a free pamper session.
- **After you've given away the gift certificate,** call all the leads in the box and book form the other names in the box

Professional Before and After Photos

- **Go to places where image is crucial.** People such as bank managers may want to do a pampering/makeover session for their staff to insure professional images.
- **Compile a purse-sized portfolio** to show potential prospects.
- **To take a Before Shot:** Have the model stand in front of a white wall, with a white towel draped around them, then photograph them NOT smiling.
- **To take an After Shot:** Have the model wear a bright blouse and/or a colorful scarf and fluff their hair. Then photograph them WITH a smile.

Fundraisers

- **Find school athletic coaches, PTA staff, and church groups:** call schools and request to speak to the principals or office administrators; call churches and ask to speak with the pastors, ministry leaders, or administrators.
- **Identify these groups** and find out how you can partner with them, so that both of you can benefit from your services (Ex: you provide free facials for PTA ladies (referrals and possible sales for you) and the PTA has increased attendance and participation, etc.)

