

SECRET CUPID PAMPERING PACKAGE

Melinda Mercedes Balling, ESD

Ask your party guests for 10 names of friends who they would love to pamper with a "Secret Cupid Pampering Package". Or, call ten customers or friends and ask for 10 names, that's 100 new prospects!

IF YOU HAVE NAMES IN A DIRECTORY OF SOME KIND, YOU CAN BE YOUR OWN SECRET CUPID AND CALL THEM RIGHT FROM THE DIRECTORY!

A FUN WAY TO ASK FOR REFERRALS. *"Hi, _____, it's your Mary Kay Beauty Consultant _____. To celebrate Valentine's Day we are giving our favorite customers an opportunity to select up to 10 women they know to receive a free Valentine's Day Pampering Package. The appointment will include a satin hands and satin lips treatment, facial and color consultation. Here's how it works – you can give me the names and numbers of up to 10 women you want to receive this special gift. I will say, I'm playing Cupid and the gift is from a "Secret Girlfriend" I will call them and tell them that their friend has arranged for them to be treated to a complimentary pampering hour with a facial, makeover, and a gift certificate. By the way, this gift certificate would be from you, but at no cost to you. As my Valentine's Gift to you, I'll make sure you get a gift certificate of \$10 from me for every person who schedules her pampering appointment. Tell me, _____ who can you think of that would enjoy a Secret Cupid Pampering Package?"*

When you call the referral you can say....

"Hi, this is _____ with Mary Kay Cosmetics. We haven't met but a friend of yours has given you the gift of a Mary Kay Secret Girlfriend Pampering Package for Valentine's Day. Now she instructed me to NOT tell you who she is because she didn't want you to feel obligated to get her something. So, I'm calling to tell you what your gift includes. You get a facial, a hand treatment, a lip treatment and a Gift certificate. (I would suggest you make it \$10) _____, your pampering session takes about 40 minutes. Your secret girlfriend wanted to make sure that you enjoy this pampering gift as soon as possible. What time works best for you, daytime or evening....etc." After you book her for the facial, you can say, "_____, I want you to know that you are welcome to share your appointment with a friend. I'll be happy to give her a complimentary pampering appointment as a special gift

Note: You can certainly modify the above scripts and let them know it is optional if they would prefer the recipient knows which friend is giving her the gift.

If she says she is already using Mary Kay, ask for her consultant's name so you can "transfer" the pampering package. Call the consultant and explain that her customer was given to you as a referral and you would like for her to honor the gift.