

Business Promotions

Customer Appreciation Days

This promotion allows to cross-promote with other businesses to make their clients feel super special!

1. Call the business during a non-busy time of day (think after lunch): *Hi, may I please speak to your owner or manager?*
2. When speaking: *This is Shauna Abbotts with Mary Kay Cosmetics. I am currently launching a Customer Appreciation Program with a few local businesses and I thought you might find it of value. What I do is spend a few hours in your business where I greet your customers personally, thank them for spending time in your store, offer them a chocolate, and give them a customer appreciation gift. As a courtesy to you, I will also provide a pampering spa basket and gift certificate to your store, which they can enter to win. Of course I supply all of the materials needed for your program. I was just wondering if you have a few minutes when I could pop in and give you an information packet on this program.*
3. Set up a time to drop by.
4. When dropping by, DRESS PROFESSIONALLY! Have all the information ready to go in a folder. Review your plans with the director and the GO FOR THE CLOSE—one they say, “well, that sounds good”, then respond with *“Is there a particular day that you feel would work best for you?”* Book the date—that’s all there is to it!
5. Purchase a gift certificate for about \$15 from the store UP FRONT to use with your Grand Prize. (You can use this as a monthly drawing if you wish and just pool all your entries for the month, if they’ve already won another prize in the drawing, you can re-notify them that they are also the Grand Prize Winner).

You will need:

1. A small table and tablecloth
2. A small basket or decorative pail, filled with Dove Chocolates—milk, dark, and sugar-free.
3. Signage in a plastic frame (samples are available on my unitnet site)
4. A wrapped box for drawing entries.
5. Drawing entry forms
6. Pens

Script for Customer Appreciation Program:

As customers are shopping, walk up to her with your basket of chocolates and say, *“I don’t want to bug you, but we’re doing Customer Appreciation today and we have shopping chocolates! Would you like milk, dark, or sugar-free?”* Let her pick her chocolate. Then say, *“We’re also doing a prize drawing for Customer Appreciation where you can enter to win a \$15.00 gift certificate to the store, as well as a Spa Basket. Would you like to enter to win?”* If she says yes, hand her a drawing entry form and a pen. Tell her you’ll be back to pick up her form. If she looks hesitant, inform her that entering to win creates absolutely no obligation, her information will not be sold, and she does not have to be present to win. When you go back to pick up her info, say, *“If you win I’ll call you!”* and tell her to have a great day.

Daycares

Working with Daycares is a great way to build your client base and pamper some moms at the same time!!! Go into a daycare, set up a table with some snacks, pass out information from the Mary Kay Foundation, and let the moms enter to win a spa basket. Here are the steps for setting a program like this up:

1. Call the daycare during a non-busy time of day (think after lunch): *Hi, may I please speak to your director?*
2. When speaking to the director: *This is Shauna Abbotts with Mary Kay Cosmetics. I am currently launching a Morning for Moms program in conjunction with the Mary Kay Foundation to distribute information on cancers that affect women as well as domestic violence. What we do is spend a morning in your center where moms can grab a breakfast on-the-go and grab information on these issues. As a courtesy to you, we will provide breakfast as well as a pampering spa basket which they can enter to win. I was just wondering if you have a few minutes when I could pop in and give you an information packet on this program.*
3. Set up a time to drop by.
4. When dropping by, DRESS PROFESSIONALLY! Have all the information ready to go in a folder (you can find samples of this on my unitnet site). Review your plans with the director and the GO FOR THE CLOSE—one they say, “well, that sounds good”, then respond with *“Is there a particular day that you feel would work best for you?”* Book the date—that’s all there is to it! Then show up and make some moms feel great!

What you will need:

1. Small table
2. Snacks and open baskets or bowls to put them in—nut-free! Apples, frozen Go-Gurt, juice boxes, and mini muffins are great choices.
3. Tablecloth
4. Drawing entry forms
5. Drawing Entry Box
6. Signage in a plastic frame
7. Pens
8. Information from MKF (printed for free from the Mary Kay Foundation website)

As moms pick up or drop off their kiddoes and walk by your table, say, *“I don’t want to bug you, but we’re doing Morning for Moms today and we have goodies on the go and some information on domestic violence prevention and cancers that affect women. Would you like to grab some info and get breakfast for you or the kids?”* Let them pick their snack. As the kids are picking, say, *“I’m also doing a prize drawing where you can enter to win a Spa Basket as well as a ton of other prizes. So if you want to you can register and if you win, I’ll call you!”*

Businesses

You can work businesses the EXACT SAME WAY as working with daycares, just tweak the program a little! Go into a business, set up a table, pass out information from the Mary Kay Foundation, and let them enter to win a spa basket. Here are the steps for setting a program like this up:

1. Call the business during a non-busy time of day (think after lunch): *Hi, may I please speak to your owner or manager?*
2. When speaking: *This is Shauna Abbotts with Mary Kay Cosmetics. In honor of Breast Cancer Awareness month, I am currently launching a Women's Awareness Program in conjunction with the Mary Kay Foundation to distribute information on cancers that affect women as well as domestic violence. What we do is spend a few hours in your business where women can grab information on these issues as well as a little gift. As a courtesy to you, we will also provide a pampering spa basket which they can enter to win. I was just wondering if you have a few minutes when I could pop in and give you an information packet on this program.*
3. Set up a time to drop by.
4. When dropping by, DRESS PROFESSIONALLY! Have all the information ready to go in a folder (you can find samples of this on my unitnet site). Review your plans with the director and the GO FOR THE CLOSE—one they say, “well, that sounds good”, then respond with *“Is there a particular day that you feel would work best for you?”* Book the date—that’s all there is to it!

What you will need:

1. Small table
2. Tablecloth
3. Drawing entry forms
4. Drawing Entry Box
5. Signage in a plastic frame
6. Pens
7. Information from MKF (printed for free from the Mary Kay Foundation website)
8. Basket / Empty Miracle Set Bag filled with Multicolored Thinking of You Sachets
9. Gorgeous Spa Basket, possibly also featuring a Starbucks Gift Card

As women walk by your table, say, *“I don’t want to bug you, but we’re doing our Women’s Awareness Program today and we have a little gift for you, as well as some information on cancers that affect women and domestic violence prevention. Would you like to pick a gift?”* Pause and let her pick a sachet. As she chooses her color, say *“I’m also doing a prize drawing where you can enter to win a Spa Basket from me with a Starbucks gift card, as well as a ton of other prizes. Would you like to enter to win?”*

Fishbowls

Using Fishbowls is a great way to get contacts with very little time! Go into a business, set up a fishbowl, and let them enter to win a gift certificate to that establishment as well as spa basket. Here is a step-by-step list for putting fishbowls into businesses:

1. Call or pop in to the business during a non-busy time of day (think after lunch): *Hi, may I please speak to your owner or manager?* I believe it is best to speak with the owner in person, if possible.
2. When speaking: *"This is Shauna Abbotts with Mary Kay Cosmetics. As a locally owned business, I prefer to support other independent business. As a business owner, I know the importance of repeat business to you. I am currently doing a joint promotion with a few local businesses to enhance your repeat business. What I do is put in a drawing where your customers can enter to win a gift certificate from you which I provide, thus ensuring that they come back to you. As a courtesy to you, I will also provide a spa basket which they can enter to win. Of course, I will match the supply with the demand and purchase one gift certificate for every 25 adult entries. Have you ever worked with another business owner on something like this before?"*
3. If the owner has concerns, reassure her that this will be an extremely professional experience—and it will involve no time on his/her part!
4. Let him/her know when you will be dropping by to set up the drawing.
5. Come in every 2 weeks to pull names and make sure more entry slips are not needed.
6. Never leave a fishbowl in for more than 8-12 weeks. Pull it out, decorate it for the new season, and put it in again in another 8-12 weeks.

What you will need:

1. Drawing entry forms
 2. Drawing Entry Box
 3. Signage in a plastic frame
 4. Pens
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Craft Fairs/Booths

You will work booths the same way as a fishbowl, except that you will be sitting at the table. I always have my chocolate basket with me and offer the shoppers a shopping chocolate (as they walk by my table). Unless it is a very small show, you will want to stay at the table and work from there, or the other vendors will get mad at you! As they walk by, offer them a shopping chocolate (I recommend standing in front of your table) and tell them they can register to win!

"I don't want to bug you, but would you like a shopping chocolate? Would you like milk, dark, or sugar-free?" Let her pick her chocolate. Then say, *"I'm also doing a prize drawing where you can enter to win a full Spa Basket, as well as a ton of other prizes, from me. It's no obligation and you'll only be contacted if you win a prize. Would you like to enter?"*

Before paying for a booth anywhere, call me to make sure that they are not double-booking consultants AND that the price is reasonable.

What you will need:

1. Drawing entry forms
 2. Drawing Entry Box
 3. Signage in a plastic frame
 4. Pens
 5. Tablecloth
 6. Shopping Chocolates
 7. A beautifully wrapped spa basket to display
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What to do with all these LEADS?!?

Draw LOTS of prizes for all **qualified** entries and call them! Set aside an evening from 7-9 to call your leads:

"Hi Susie, this is Shauna Abbotts with Mary Kay and I'm calling regarding the prize drawing that you entered at _____. Did I catch you at a good time? Well, I'm just calling because you are one of my PRIZE WINNERS! Do you wanna know what you won? You won a full pampering session including a hand treatment, lip treatment, skin care analysis & pampering session, and full color makeover AS WELL AS a \$_____ gift certificate towards your choice of Mary Kay product / spa basket full of Mary Kay goodies! So I'm just calling to see when you wanna get together so you can GET YOUR STUFF!!!"

***** From this point, book her with the Power/Perfect Start Booking Script.*****

If you are leaving a message:

Message #1: *"Hi Susie, this is Shauna Abbotts with Mary Kay and I'm calling regarding the prize drawing that you entered at _____. Congratulations! You are one of my prize winners! Just give me a call when you get a chance at 555-5555 and I'll give you all the details."*

Message #2: *"Hi Susie, this is Shauna Abbotts with Mary Kay and I'm calling regarding the prize drawing that you entered at _____. Congratulations! You are one of my prize winners! Just give me a call when you get a chance at 555-5555 and I'll give you all the details."*

Message #3: *"Hi Susie, this is Shauna Abbotts with Mary Kay and I'm calling regarding the prize drawing that you entered at _____. I don't want to bug you, but wanted to make sure that you got my message about your prize. You won a full pampering session AS WELL AS a Mary Kay Spa Basket / \$_____ gift certificate towards your choice of Mary Kay product! So I'm just calling to see when you wanna get together so you can GET YOUR STUFF!! Just give me a call when you get a chance at 555-5555 and I'll give you all the details."*

Message #4: Do not leave a message! Send a text if you would like.

Message #5: *"Hi Susie, this is Shauna Abbotts with Mary Kay and I'm calling regarding the prize drawing that you entered at _____. I don't want to bug you, but wanted to make sure that you got my message about your prize. You won a full pampering session AS WELL AS a Mary Kay Spa Basket / \$_____ gift certificate towards your choice of Mary Kay product! This is your FINAL PRIZE NOTIFICATION. If you want to redeem your prize, please call me at 555-5555 within one week. Thank so much, and I'm looking forward to hearing from you soon!"*
Then throw her information away; the ball is in her court!!!