

CALLING REFERRALS

Call within 48 hours if possible! Be prepared to call more than once, but no more often than 4-5 days apart.

The best time to call referrals is during Prime Time, but calls that are actually made *not* during prime time are way better than no calls made at all because you can't do it during prime time!

Leaving a message:

"Hi Liz, this is Shauna Abbotts. I'm sure Susie told you I'd be calling, sorry I missed you! Just give me a call whenever you get a minute at 555-5555. Talk to you soon!"

OR

"Hi Liz, this is Shauna. I'm Susie's friend. Could you call me when you get a minute? My number is 555-5555. Thanks, talk to you soon!"

If you do this, you MUST do it on an evening when you are home and will be home, because curiosity killed the cat and they will call you that night!

Messages 1 thru 3 will be the exact same.

Message 4 will either be the same or it will be a text message:

Hi Liz, this is Shauna, Susie's MK lady. Right now I am looking 4 practice faces & portfolio models! Susie said u might be willing to help me out. U will get a gift card for FREE MK as a huge thanks for ur time! Let me know if u r up for it! :-)

Message 5 will be the same as message 1. After that, you can discard their information.

When you speak in person:

"Hi Liz, this is Shauna Abbotts. You don't know me, but I know your friend Susie! Did she tell you I'd be calling? Did I catch you at a good time? Well, I'm just calling because I'm Susie's Mary Kay lady. And I don't know if you know anything about Mary Kay, but right now, I'm supposed to do (30 practice faces, 30 product surveys, etc) and I'm kind of freaking out about it! So I asked her if she might know anybody who was nice, and bribeable, and she said I should call you! And just for being (a practice face, survey, etc) you will get (a gift certificate, a gift, etc) as a thank you for your time. So basically, I'm calling to see if you wanna get pampered for an hour and get some free stuff!"