

Working Woman Appreciation

This is such a fun way to brighten a woman's day and grow your business! You can drop into various businesses/offices or a work day. While you are there, give them a goody and let them enter to win with a gorgeous Spa Basket, which includes a gift certificate to Starbucks! The runner-ups can either win a gift certificate or a mini spa basket.

Here are some steps to success:

1. Pick a central area which has lots of office buildings. Set aside 1-2 hours and go through all the buildings.
2. Pop into each building with a basket full of the goodies you are handing out. You can have assorted chocolates or assorted roses - or both! Let the staff pick a goody and enter to win if they want. You may only get the receptionist or you may get to talk to all the office staff; either is fine.
3. Try to go at a less-busy time (but not between 11-1 as many staff will be gone for lunch). For many offices, late in the day is recommended, as that's when things are winding down. Medical offices are better right after lunch—before the after-work or school crowd.
4. Be friendly and quick when you are in the building—you want to respect their professional obligations.
5. Wear professional Mary Kay attire.
6. It's fun to do this promotion with a friend!

You will need:

1. Assorted Chocolates or assorted flowers – roses are the best if you can get them affordably at your local Costco, Sam's, etc.
2. A small basket for the chocolates, pens, and drawing entry forms.
3. Drawing entry forms printed on cardstock.
4. Pens.
5. If it is Christmastime, you could do festive chocolates or even a package of hot chocolate with a candy cane. Have some holiday gifts in your basket (you will need a larger basket) and invite them to shop immediately (*Does any of the staff want to take a peek for some quick holiday shopping while we are here?*). If that's not an option, book a special lunch shopping hour for later that week, just for the staff.

Script:

Pop into various offices with your basket of goodies and say, *"I don't want to bother you, but we're doing Working Woman Appreciation today and we have roses and chocolate! Would you like to pick a rose?"* Let her pick her a goody bag. Then say, *"We're also doing an appreciation drawing where you can enter to win a Starbucks gift card and a Spa Basket. Would you like to enter to win?"* If she says yes, hand her a drawing entry form and a pen. Let her know the other office staff can pick a goody and enter to win as well, if she wants to grab them really quick.

If she looks hesitant, inform her that she will only be called if she wins something and that entering to win creates absolutely no obligation, and she will be notified by phone if she wins. Also inform her that a few runner-up prize winners will be drawn as well.

What to do with all these LEADS?!?

Draw a grand prize winner and LOTS of runner-up prizes for all **qualified** entries. Set aside an evening from 7-9 to call and book them!

"Hi Susie, this is Shauna Abbotts with Mary Kay. Do you remember me? I'm the one who brought you the rose! Well, I'm calling regarding the drawing that you entered! Did I catch you at a good time? Well, I'm just calling because you are a RUNNER-UP PRIZE WINNER! Do you wanna know what you won? You won a full pampering session AS WELL AS a Starbucks gift card and a 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!!!"

***** 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 drawing that you entered at work the other day! Congratulations! You are one of my 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 drawing that you entered at work! Guess what?!? You won a full pampering session AS WELL AS a Starbucks gift card and a 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!!!"*
So give me a call when you get a chance at 555-5555."

Message #3: *"Hi Susie, this is Shauna Abbotts with Mary Kay and I'm calling regarding the drawing that you entered at work! 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 Starbucks gift card and a 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! So give me a call when you get a chance at 555-5555."*

Message #4: If it is a cell phone, send her a text: *"Hi Susie, this is Shauna with MK and I'm contacting you regarding the drawing that you entered at work! 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 Starbucks gift card and a 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! So give me a call when you get a chance and we can talk about the details."*

Message #5: : *"Hi Susie, this is Shauna Abbotts with Mary Kay and I'm calling regarding the drawing that you entered at work! 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 Starbucks gift card and a 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! 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!"* After a week, throw her information away and call another winner; the ball is in her court!!!