

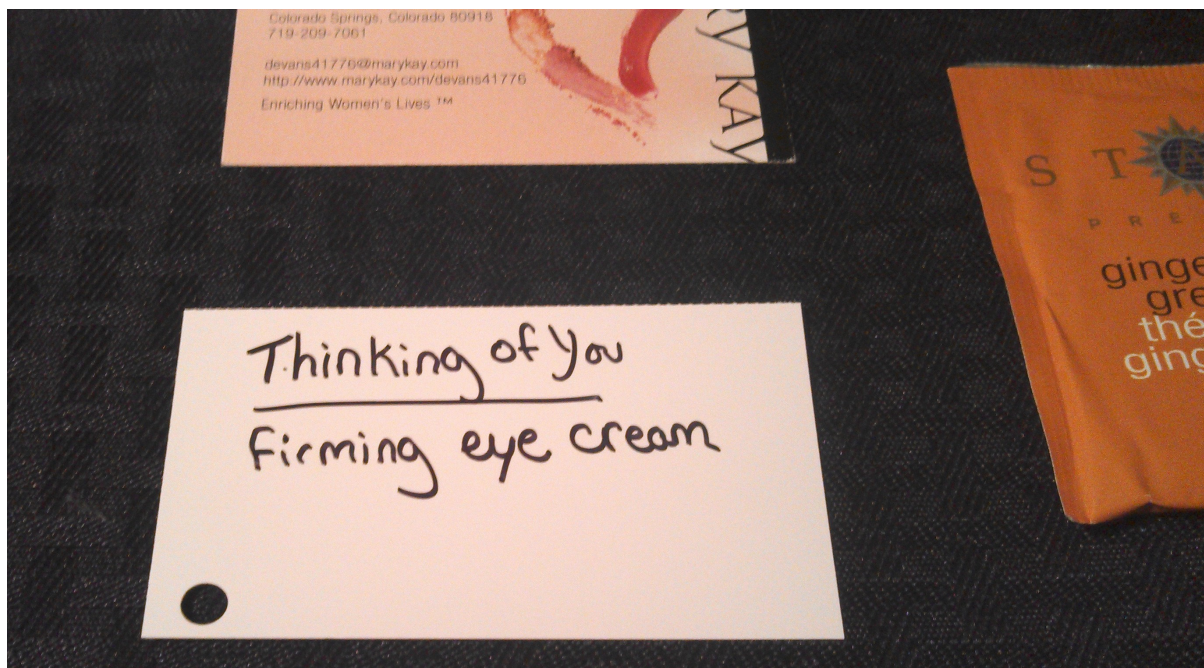
Warm Chatting With Samples

Thank you Dana Evans for this AWESOME idea!

Step One: You will need a business card, customer contact card with a hole punched at the corner, a small (postcard size) copy of whatever promotion you are running folded nicely, a treat (You could use a nice brand of tea bags. The ladies that are ideal will appreciate them. And they lay nice and flat in the goodie bag.) and a piece of candy, a clear goodie bag with a pinch of confetti/shred in it, and curling ribbon.



Step 2: Make sure you write the samples you are putting in the goodie bag on the back of the customer contact card.



Step 3: Place your business card in the back, facing out so it can be seen easily.



Step 4: Place the folded sheet with your current promotion in the bag vertically.



Step 5: Then add the treat (Tea is pictured.)



Step 6: Then add the samples (perfume and firming eye cream are pictured) I don't normally use the eye cream because if you forget to tell them that it will be unpleasant if it gets in their eye, they will not like that product. Chances are they won't remember even if you do tell them.



Step 7: Gather the bag at the top, then secure it with a wire tie/ribbon.



Step 8: String the ribbon through the contact card and secure it to the back of the sample bag. Tie a knot so that when you tear off the card it won't tear apart your ribbon. Then curl the ribbon. And there you have it, a sure fire way to get names and numbers without scaring her away.

A contact card with a ribbon threaded through it, set against a dark background. The card contains the following text:

Please contact me regarding a: ☐ Complimentary Facial ☐ Career Opportunity

Please send me information on: ☐ Sun Protection ☐ Body Care ☐ Skin Care
☐ Color Cosmetics ☐ Fragrance ☐ Other

I prefer to be contacted: ☐ By text ☐ By phone ☐ At work ☐ By email

Name _____

Address _____

City / State / Zip _____

Email _____

Telephone: Day / Evening _____

Best time to call _____

But what do I say, and when!?!

I don't mention anything about a facial or pampering session when you meet her. You are an innocent MK Lady trying to get her opinion but as soon as you mention a pampering session, they may feel like you are just out to get their pocket books.

When You Meet Them:

When you meet the women to participate in your survey say "So, I have a gift for you." and hand her the goodie bag!

Then point out the contact card still attached to the sample and tell her "I am trying to get product surveys done because it is time to reorder my products and I only want to order what ladies love. Just fill out this card and give me at least one good form of contact preferably your phone number because I will call you in TWO days to get your opinion on this product. But I'm sure you will love it."

You may want to write on the card where you met her so you can remember who she is and the date you met her. Make sure you call!!

When You Call:

Say " Hi, _____. It's _____ with Mary Kay calling about the survey for the sample I gave you at _____. How are you? Great! Well I just have a few quick questions to ask you about the _____."

You may want to make up your own questions. I also like to ask her about her favorite type of fragrance or what she is currently using to take care of her skin.

Then say: "Thank you, _____, for helping me with this survey. It's a huge help. For your time and help you have earned a complimentary pampering session and gift certificate. When would you like to set that up?"

BOOK HER! Once you have booked her, let her know she can invite friends to share her pampering session too!

Good candidates might be: bank teller, Starbucks barista, doctors office staff, the lady in the store that you casually walk by in the isle, neighbors that are checking their mail, gas station girl attendant, and ladies that just seem nice in general. Before you know it you are out of samples and have a ton of ladies to call!! This is great if you run out of referrals and you do this as you move about your daily life.