

Spring Marketing Opportunities are:

Mother's Day

Teacher's Appreciation Week

Administrative Professional's Week

National Nurses' Day

Mother's Day

MARKETING THE WOMEN:

- 1- Get some product on your shelf no later than the last day of April! Mother's Day sales do not work well taking orders with catalogues, simply because buyers are more visual.
- 2- Find 5 ladies to host a Mother's Day Extravaganza (basically a shopping coffee) in their home. At the Extravanzas, ladies will simply do their Mother's Day Shopping. Have gift ideas from \$10-\$50. When booking the appointment ask the potential hostess if she could get excited about doing her shopping for free. Tell her for every 5 buying guests she will earn a \$50 basket!
 - a. Now, treat the Extravaganza just like a real booking. Get the guest list; names and numbers. When you call entice each guest to invite two friends and she can earn a free hand crème. Are you calculating? That's 15 people at 1 Extravaganza!!! On average a working woman spends \$100. That's \$1500!
 - b. Do 3 Extravanzas the weekend before Mother's Day and earnings for the weekend; one day; Saturday = \$4500.
 - c. Are you excited? Well get ready there's more! Go home and prepare to become a basket making machine. We save the best for last.

MARKETING THE MEN:

1- For the men fun begins on Thursday night. Mother's Day is that Sunday and the men have truly forgotten about it. Your sales could begin then. Truly the fun begins Thursday-Saturday leading up to Mother's Day. The goal is to find 6 spots around town that you can easily see 5 men at a time. A man will easily spend \$50. If you're a good talker and your gifts look great you can get it up to \$100. Help him with his list - **mother, grandmother, aunt, godmother, mother-in-law, wife or baby's mother** :) (Are you calculating? Let's go ahead and calculate your potential earnings for these days. Each stop would = $\$250 \times 6 = \1500 .)

Hot Spots for Men:

1-the gym

2-your work place

3-car dealerships (test drive a Malibu!)

4-places you get your oil changed

5-barber shops

6-detail shops/car washed

7-insurance offices

8-police departments/fire departments

9-law offices

10-church

These are my top ten places but just remember there is a puzzled man everywhere you look that you could help out. So be a help to the men and make money in the process.

Let's calculate one last time:

5 Extravaganzas = \$4500.00

6 Hot Spots = \$1500.00

Your Total = \$7,000.00

Profit = \$3500.00

GET EXCITED!!!!!!!

Remember, for this to work you need to get some product on your shelf. Plan on taking 10 days to get your product in!

Mother's Day Gift Basket Ideas

COFFEE & CREAM, COCOA & CREAM . . \$12

Always a favorite!! In a mug is a hand cream and a package of gourmet flavored coffee or hot cocoa mix. Packaged in a cellophane bag and tied with a beautiful ribbon.

KISS & HUGS BASKETS . . . \$14-\$20

A small basket with Satin Lips and/or a lipstick or lip gloss nestled in hugs candies in a cello bag tied up with beautiful ribbon.

SPA BASKET* . . . \$30 - 40

A body care collection shower gel and body lotion with a netted sponge and candles packed neatly into a shower basket. Packaged in a cellophane bag tied up with beautiful ribbon.

SATIN HANDS BASKET . . . \$35-40

A large terra cotta flower pot filled with a pampering Satin Hands set, a packet of seeds and gardening gloves. Packaged in a cellophane bag and tied up with a beautiful ribbon.

SUMMER FUN BASKET . . . \$24

A colorful sand pail with shovel holds a Sun Essentials Sunblock and Lip Protector nestled in green shred.

Mother's Day Scripts for Men and Women in your Circle of Influence

1) Make a list of every married man or dating man that you know...their special women does not need to be an existing Mary Kay Client.

2) Contact the men by phone or in-person

*"Hi Bill. This is _____. (Explain how you know his wife or who gave you his name as a referral). "Bill, have you finished/started your Mother's Day shopping yet? I'm a Consultant with Mary Kay and I'm running a special promotion this year. How would you like to win the **best husband and son award** this year? This is how it works. I will beautifully **gift wrap and put tags** on personalized gifts that are specially created for your wife and any other mom's you need gifts for in your life!"*

*Our products are **100% guaranteed** so she can exchange any item. All the gifts will be **delivered** in a gorgeous basket to your office or at home. Now, Bill, there are several advantages to this for you. First, it is easy for you and secondly, I can do gifts for your wife, your mom, and your mother in law, so you get everyone taken care of. Lastly, you can be assured of giving thoughtful gifts they will absolutely love. All you have to do, Bill, is let me know what fits your budget. I have different gift sets so I can pretty much do what works for you...\$15, \$20, \$30, \$50, or \$100? You can pay by cash, check, credit, or debit, and you can even pay half now and the rest on delivery.*

So Bill, what sounds best to you? OK great! To beat the rush, I'll need to get all orders in by _____, so I will need at least a deposit (half)".

3) Order your product, package your sets, and deliver in a gift bag so they are a surprise!

Mother's Day Script for Women in your Circle of Influence

1) Make a list of every woman that you know... she does not need to be an existing Mary Kay Client.

2) Contact them by phone or in-person

*"Hi Susie. This is _____. Have you finished/started your Mother's Day shopping yet? As you know, I'm a Consultant with Mary Kay and I'm running a special promotion this year. How would you like to win the **best daughter award** this year? This is how it works. I will beautifully **gift wrap and put tags** on personalized gifts that are specially created for your mom and any other mom's you need gifts for in your life!"*

*Our products are **100% guaranteed** so she can exchange any item. All the gifts will be **delivered** in a gorgeous basket to your office or at home. Now, Susie, there are several advantages to this for you. First, it is easy for you and secondly, I can do gifts for your mom, your daughters, and your mother in law, so you get everyone taken care of. Lastly, you can be assured of giving thoughtful gifts they will absolutely love. All you have to do, Susie, is let me know what fits your budget. I have different gift sets so I can pretty much do what works for you...\$15, \$20, \$30, \$50, or \$100? You can pay by cash, check, credit, or debit, and you can even pay half now and the rest on delivery.*

So Susie, what sounds best to you? OK great! To beat the rush, I'll need to get all orders in by _____, so I will need at least a deposit (half)".

3) Order your product, package your sets, and deliver in a gift bag so they are a surprise!

WARM CHATTER “GOODIE BAGS” FOR MOTHER’S DAY AS WELL AS TEACHER’S APPRECIATION, ADMINISTRATIVE PROFESSIONAL’S, AND NURSES’ WEEK:

This is an inexpensive and thoughtful way to build your business. Purchase inexpensive party favor bags from a card or party store. Place the following inside the party bag:

- Helping Hands Poem (on card stock)
- Mini Hand Crème
- Business Card
- Pinked Card/Gift Certificate
- Lip Gloss Sample
- Candy

Finish up by tying with colorful curling ribbon. Great places to deliver...your child’s preschool or elementary school, neighborhood moms, women at church, women you work with, women where you shop, women at your doctor or dentist office...get the idea??? How many women will you treat in the next 2 weeks?!? Set a goal and make it happen!!

Helping Hands Poem:

*Your hands have helped
pave the way.
They’ve given
love and care each day.
No matter the tasks
they have to do,
They’re tender, caring,
and strong like you.
They’ve healed or lifted,
encouraged and touched,
And in return you’re
thanked so much!*

ON-SITE PROMOTIONS FOR TEACHER'S APPRECIATION, ADMINISTRATIVE PROFESSIONAL'S, AND NURSES' WEEK:

- 1) Call the Office Manager/Principal 2 weeks in advance. *"Hi, _____, this is Shauna Abbotts. I'm a consultant with Mary Kay and I'm doing some community outreach in right now. I'm sure you are aware that _____ is _____ Week. I run a complimentary program for select schools/offices where I come into your office sometime during that week and bring in lunch/snacks as well as some gifts for your staff. I'm sure you already have something special set up for your staff, but is there a time I could come in for about 10 minutes and give you some information about what I do?"*
- 2) When you arrive: LOOK PROFESSIONAL! Have printed information in a folder. Say again, *"Hi, I'm Shauna Abbotts. I'm a consultant with Mary Kay and I'm doing some community outreach in right now. I'm sure you are aware that _____ is _____ Week. I run a complimentary program for select schools/offices where I come into your office sometime during that week and bring in lunch/snacks as well as some gifts for your staff. I'm sure you already have something special set up for your staff. Would this program enhance what you are already doing?"*
- 3) Get the YES! Say, *"Great! What day that might work for you during that week?"* Then set up where you will be (usually staff lounge/teacher's lounge) as well as time you will arrive. Also check on how many people will be eating lunch, if necessary and if the school is peanut-free, etc.
- 4) Then add, *"Sometimes I also add in a special hand treatment as well as a complimentary drawing for a gift basket. Is that something your staff would appreciate?"*
- 5) Get the YES! Then re-confirm the date and time before ending the conversation.
- 6) The day before, confirm with the office that you will be arrive the next day to do some staff appreciation. Also drop off flyers (for teacher's boxes, etc) reminding that staff that special snacks or a special luncheon as well as appreciation gifts will be in the lounge tomorrow. Be sure to include the times.
- 7) When you arrive, be sure to drop by the office manager/principal's office with a small gift.
- 8) Set food in one area of the lounge and have your Satin Hands demo by the sink with your "Helping Hands" goodie bags. As people arrive, offer to treat them to a hand treatment before they eat. Have a beautiful spa basket displayed. As they do Satin Hands, let them know they can enter to win the spa basket as well as some runner-up prizes. After they finish their hand treatment, have them fill out a drawing entry form. Let them know that you will be calling if they are a winner.

ON-SITE DAYCARE / PRESCHOOL PROMOTIONS FOR MOTHER'S DAY:

- 1) Call the Manager or Owner 2 weeks in advance. *"Hi, _____, this is Shauna Abbotts. I'm a consultant with Mary Kay and I'm doing some community outreach in May. I'm sure you are aware that Mother's Day is coming up. I run a complimentary program for select schools where I come into your school sometime during the week before Mother's Day and bring some goodies for the moms. Have you ever done anything extra special like this for your moms? Is there a time I could come in for about 10 minutes and give you some information about what I do?"*
- 2) When you arrive: LOOK PROFESSIONAL! Have printed information in a folder. Say again, *"Hi, I'm Shauna Abbotts. I'm a consultant with Mary Kay and I'm doing some community outreach in May. I'm sure you are aware that Mother's Day is coming up. I run a complimentary program for select schools where I come into your school sometime during the week before Mother's Day and bring some goodies for the moms. Have you ever done anything extra special like this for your moms?"*
- 3) Get the YES! Say, *"Great! What day that might work for you during that week?"* Then set up where you will be (usually staff lounge/teacher's lounge) as well as time you will arrive. Also check on how many parents they have, if necessary and if the school is peanut-free, etc.
- 4) Then add, *"I also like to add in a complimentary drawing for a Spa Basket. Is that something your moms would appreciate?"*
- 5) Get the YES! Then re-confirm the date and time before ending the conversation.
- 6) The day before, confirm with the office that you will be arriving the next day. Also drop off flyers to remind the parents that special goodies will be available for moms at pick-up time tomorrow.
- 7) When you arrive, be sure to drop by the Manager's/Owner's office with a small gift.
- 8) Set up a small table with your spa basket as well as a basket of Goodie Bags. As moms come to pick up their kiddoes, let them know you have a special gift for them. Invite their kiddoes to pick one out and give it to mommy. While they are grabbing their gift, let them know that they can enter to win the spa basket as well as some runner-up prizes. Have them fill out a drawing entry form and let them know that you will be calling if they are a winner.

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. SAY, *"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. Do you currently have a customer appreciation program in place?"*
5. GO FOR THE CLOSE—when they say, "well, that sounds good", then respond with *"OK, great! Is there a particular day that you feel would work best for you?"* Book the date—that's all there is to it!
6. 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.

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!

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!!!