

100 Leads in a Week

By Sr Sales Dir Debra Bishop

1) You need a gallon zip lock bag or a cute bag with a handle. Place the following in the bags:

- a) 10 skin care surveys - your choice
- b) an ink pen with a curly ribbon tied on it (so it won't get lost)
- c) a Look book and/or Beauty Book - make sure your contact info is on it
- d) several business cards & a few sales tickets

2) Make 10 of these bags.

3) Call 10 women you know and ask them to help you.

These should be "Chatty Cathies"... women who know a lot of women, work in an office around women, women who head up committees and like to talk. This is what you say: *Hi, Betty, I need your help! I've been challenged to get 100 skin care surveys filled out this week but I don't know 100 women. However, I do know 10 women who know 10 women! Would you take 10 of these surveys to work and get the women you work with to fill one out? For helping me out, you can select any item you want from my catalog at 1/2 price! (Or offer her a gift, a hand cream, a PCP gift or some of our discontinued glamour colors.)*

4) Deliver the bags to your 10 helpers and set a DEFINITE TIME to pick the bag up - within 48-72 hours. Let her see you write the appointment in your datebook.

5) When you pick them up, you'll call those who want facials and say this: *Hi, Caroline! My name is Debra Bishop and last week, you filled out a skin care survey for Betty at work. I was calling to thank you for filling it out. (pause, see if she has any comments) I see that you marked that you'd like to have a makeover. I was calling*

to schedule the appointment. Which is better for you...this week or next? (Book the appointment) I also see that you checked that you'd like to have a few friends join you. That is great! My hostesses can earn FREE Mary Kay products, let me tell you about it. (Explain whatever hostess credit you are using.)

If you do not get her (and with caller ID, know that people who don't recognize the number will not always answer), leave a positive message and tell her that you will text her your info. Then do a quick text, like...*It's Debra w/ Mary Kay. Just left U a msg about the survey you filled out for Betty. Plz call me to schedule ur apt for ur free makeover.* Here are the averages we have tracked for years. If you give out and get back all 10 bags, you'll have about 65-75 names. However, not everyone will get all 10 done. Out of those, about 20-25 will check that they aren't interested or else have a consultant. Out of the 40-45 that are left, if you call all of them, you'll book about 25 and about 1/2 of those will hold. You'll end up holding about 12-15 classes. If they average \$300 a party, that is an average of over \$3000 in sales!! So....it is worth it to give out those 10 bags!!

KEYS TO SUCCESS!!

- 1) Choose women who will do this for you!!
- 2) Pick up the completed bags within 2-3 days after you give them out.
- 3) Start calling within 24 hours and call everyone within 3-5 days after you get the names.
- 4) COACH, COACH, COACH your hostesses!!
- 5) Carry extra bags to those classes to give out to the new customers to get more leads!

I'd love to hear how you do with your 10 bags! POST YOUR NUMBERS ON OUR FACEBOOK GROUP OR TEXT ME, WOULD LOVE TO CELEBRATE YOU!