

CUSTOMER APPRECIATION DAYS

Overall Objective: To go and appreciate and network with women within our community, enrich their lives, and the lives of the workers in the centers as well.

Mary Kay Goals: To obtain very warm (actually HOT) leads for consultants/directors who say that they have no leads and are not comfortable with warm chatting to do a blitz to move up in their careers.

Businesses that support great Appreciation Days: Daycares, gyms, coffee shops, Dress Barn, Restaurants (especially family owned), establishments that cater to families, etc.

Steps to a Successful Appreciation Day:

1. Search the yellow pages for at least 15 businesses/numbers. Try to work within 1 category at a time (for example Gym appreciation days). Keep detailed notes of who you have contacted and when. (Always note the manager or Director's name). With a list of 15 you will increase your chances of "booking" the event.

2. Have your datebook marked prior to phoning the center directors so that you can schedule it right on the spot. And, have at least 70-100 goodie bags made up prior to making the phone calls – because I have phoned 1 day and was in the center the next day – and was ready. My goodie bags consist of my business card, a piece of chocolate, and a sample of a hand cream or spa lotion, or color 101 card or just something.

OPTIONAL - Have 2 baskets wrapped at all times to give them away – one is a spa/aromatherapy or body care basket, and one is a color cosmetic basket – from discontinued colors. If men are picking up their children – give them a sample of one of our men's fragrances as well as asking them if there is a woman in their life? If yes – give them a goodie bag for her and get her information – as well as his to let her know that he put her in for the drawing! AND, be sure to take a lovely gift for the Director of the center – who was delighted to have you come in.

3. When phoning the businesses with the following script – use excitement in your tone. I recommend for the Sales Directors to set up the appointments and train the consultants to conduct these Customer Appreciation Days unless the consultant has been trained. When phoning – ONLY talk with the Director of the Center – they are the only people who can give the OK for this.

Script:

“Hi, _____ are you the Director of this Center? (If so – say, great and repeat their name – if not, ‘So, who is the Director and may I speak with them’). Do you have a quick minute or two? (If not – get a specific time to phone them back - please note – you have not identified yourself yet). I am Terezeja Lemieux, an Executive Senior Sales Director with Mary Kay Cosmetics, and we are doing a GREAT promotion for the “day care” centers in your area for this month of _____. It is a customer appreciation day for YOUR moms(if daycare) or (women who attend your _____) doesn’t that sound great? (Listen to her). It involves nothing but a bit of space from you – and we will be receiving a lovely gift from YOU – which we will provide – as well as an opportunity to win a gift certificates and prizes. So, which day is best for us to come in and appreciate your (moms, clients, patrons)?”

Then, set it up by saying is the beginning of the week better or the end of the week.

4. Arrive at the a few minutes before starting. For gyms and daycares I recommend 4:00pm – that’s when they get busy. Have a basket on your arm with the goodie bags to give away. Have your papers for them to fill out their name, phone #, & e’mail – and I have a clipboard that those papers are on – with a number of pens/pencils.
5. As the “clients” come in say: “Hello, it’s client appreciation day, did you receive your goody bag yet? We are also having a drawing for gift certificates and free product, just fill out this little card.
NOTE: Sometimes they fill out the papers, but if it’s a daycare or their hands are full I offer to fill it out for them – it’s quicker that way.
6. I recommend making notes on the entries especially if you are working with another consultant. That way when you go to divide them up you know who get’s which entry. The way we do it – if I have had a great relationship in that quick minute with the person and developed a bond – I’ll put my name on the back of the paper and same with the other consultant. AND, as we get the names, sometimes there are LOADS of people who come at once and we can’t write down something about them – but we normally try to write something which will identify them to us so we can remember them as we divide up the names.
7. MOST IMPORTANT OF ALL: MAKE CALLS WITHIN 24 HOURS These are HOT HOT HOT leads. And, when I phone them back THAT EVENING, this is what we say:

Client Appreciation Script

Hi, may I speak with _____. Hi, _____, this is _____ with Mary Kay and we just met at _____, and I am calling because you are one of our client appreciation winners! Congratulations! Do you have a minute for me to give you the details?

(If you caught her at a bad time, ask when would be a good time for you to call back.)

Great! Let me give you all the details. You will receive a personal pampering session and a \$20.00 gift certificate, which includes a hand treatment, lip treatment, facial, color consultation and a glamour makeover. This can be a private session just for you, or you can invite some friends as well, whichever you prefer. This is completely complimentary, so that means that there is no obligation for you or your friends to purchase anything. I was just calling to see when the best time would be for your pampering session, a weekday or a weekend? (always give two choices for all dates and times)

(Set the date and set the date and time, then say...)

Do you have any more questions for me? One more thing, I know you said you would like to invite some friends, if you would like I can mail out some invitations for you or send an evite, which do you prefer?

Great! I'll give you a call a couple of days before the appointment to confirm and to see how many friends you will have there, ok?

(Thank her and tell her you look forward to meeting her. Repeat your name and phone number and tell her to call you if she has any questions!)

Email Scripts –after 2 messages....

You are one of our winners for the _____ Client Appreciation Night!

You won a personal pampering session and a \$20 gift certificate which includes a hand treatment, lip treatment, facial, color consultation and glamour makeover. This session can be just for you or you can invite up to eight of your friends and family. It is completely complimentary for you and your guests and there is no obligation for anyone to purchase anything.

Please call me at _____ for more details and to set up an appointment for your personal pampering session.

Congratulations again, and have a great day!

EMAIL CONFIRMATION AFTER BOOKING:

Congratulations again on winning in our drawing. I can't wait to treat you to a special Pampering Session using Mary Kay products, the #1 Best Selling Brand of Skin Care and Color Cosmetics in America.

Your Pampering Session will be held on DATE – TIME – LOCATION.

As I mentioned on the phone, if you e-mail me with the names mailing addresses and phone number of all the guests you would like to invite to your party and I will send them a super cute invitation that looks like it came from you! Shortly after that, you will get a package of goodies in the mail from me when I send out the invites to your girls! Your girls will rsvp directly to you and then I just give you a quick call a few days before we get together to get a head count.

This Pampering Session is completely complimentary for you and your guests and there is absolutely no obligation to purchase anything; however, if you or your guests are interested in any of the products, I will have them on hand.

To confirm your appointment, or if you have any questions, please call me at _____ you can count on me rain or shine. I do request at least a 48 hour notice if you have to change the date or time of your appointment.

Congratulations! I look forward to meeting you at your Pampering Session.

Good luck and have fun changing women's lives. This is a great thing!!!