

## HOW TO GET 100 NAMES FAST!

How would you like to have 100 to really get your business zooming and maybe put YOU in the National Court of Sales and National Court of Recruiting at Seminar? I challenge YOU to try it, and you will never be without leads again!

1. Make a list of 10 people you want to call. If you are new, this could be a list of friends and business associates. If you are an established Consultant, they could be your 10 best customers.
2. Call and say, "Hi \*\* this is \*\* with Mary Kay Cosmetics. Do you have a minute? I'm so excited and I couldn't wait to call you. My Director has challenged me to have 100 Skin Care Surveys filled out within one week and in order for me to accomplish this I have selected 10 of my best customers (or favorite people) and asking them to help me with my challenge. All you have to do is give out 10 Skin Care Surveys to 10 different women and have them fill them out completely. It does not matter what the answer is. I just need to have them completed by (date). To say thank you for helping me meet my challenge, I would like to give you your choice of a lipstick or lip gloss. Is there any reason why you couldn't help me in this endeavor? (After she says yes) I would like to drop off to you 10 Surveys to you today, where is the best place – at home or at your office?"

You drop off the following in a gallon size zip lock bag:

1. 10 Surveys (photocopy attached on 60lb weight paper at your local office supply store)
2. 10 Business Cards
3. 3 Look Books
4. 3 Sales Tickets (some of her coworkers or friends may want to place an order)
5. 2 Pens (just in case they can't find one to fill out the survey with)
6. Set a date to pick up the completed Surveys within the week. On the Survey it asks: If I were to offer you a complimentary facial, would you give me your opinion of our products? I only call those that checked "yes" and say the following:

"Hello \*\* this is \*\* with Mary Kay. We have a mutual friend by the name of \*\* and you were kind enough to fill out a Skin Care Survey. I noted on the Survey that you do not currently have a Consultant and I would love to add you to my mailing list and be your Mary Kay Consultant. I also would like to get together and introduce (or reintroduce) you to our products at a free facial. It only takes about 45 minutes to an hour, and you will feel absolutely wonderful when we are finished with a total new look. Which would be better for you, during the day or in the evening? Beginning or end of the week?"

Once booked, you can try to turn the facial into a class by saying:

It is just as easy for me to do 3 people as it is to do 1. Do you think you have a few friends or family members you would like to share your makeover with? If you share it with a few friends, in addition to your gift certificate, you will also receive free product for introducing me to your friends. This is complimentary and no obligation to your friends. It is up to you, would you rather do your makeover alone or share it with a few friends to earn some free product?"

### SKIN CARE SURVEY

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: (Home) \_\_\_\_\_ (Work) \_\_\_\_\_

Are you presently using a skin care program? Y or N

Are you happy with the results you are receiving? Y or N

What type of skin do you have? Dry Normal Combination Oily

Do you currently have a Mary Kay Beauty Consultant? \_\_\_\_\_

Would you give me your opinion of our skin care program at a free facial? Y or N

Would you prefer to receive your facial alone or with a few friends? \_\_\_\_\_

THANK YOU FOR PARTICIPATING IN OUR SURVEY!

SKIN CARE SURVEY

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: (Home) \_\_\_\_\_ (Work) \_\_\_\_\_

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