

## STORE AND RESTAURANT PROMOTIONS

I recommend that you call stores that cater to ladies - Casual Comer, Petite Sophisticates, Dress Barn, Steinmart, etc. You can also use this same format and use with restaurants for Customer Appreciation Day, Professional Administrative Day and Mother's Day. You want to speak to the Manager of the store. Make sure that when you ask for the Manager and she comes to the phone, ask her name and make sure she is the Manager. Sometimes when you ask for the Manager the Assistant Manager comes to the phone and they are not in the position to say yes or no to you. Once you have the Manager, you say:

Hi, my name is \*\* and I am with Mary Kay Cosmetics. It dawned on me the other day when I was shopping at your store that I had never contacted you with reference to doing a store promotion with (name of store). Are you currently working with a Mary Kay Consultant at your store?

If they say yes, you say:

Great! We appreciate your support of our business. If you ever would like to do a promotion again with us and the Consultant that you are working with is not available I would love to drop by and give you my card for future reference

If they say no they are not working with a Consultant, you say:

I would love to work with you. A store promotion benefits both you and your customers. I would not take up any room or your time. I have a very small table that I set in a convenient place and while your customers are browsing the store, I give them the opportunity to register to win a makeover and gift certificate with Mary Kay compliments of (name of the store) and this does not cost your store anything. I also do a drawing for a spa basket valued at \$30 that your customers can register for. I only stay a few hours on a Saturday and Sunday. Tell me, which would be a good weekend for me to do a store promotion with (name of store)?

At the store promotion you set up just a small display of a few of our products, have a spa basket made up (Satin Hands), a box or basket to put the registration slips in (attached) and a few pens. When customers walk by, you simply say:

Hello, welcome to (name of store). Be sure to register for our spa basket and gift certificates that we are giving away today and you do not have to be present to win. Have a good day!

After the store promotion when you call the customers that registered, you say:

Hello, this is \*\* with Mary Kay Cosmetics and you stopped in at (name of store) today and for shopping with us I have a gift certificate for \$10 in free product with Mary Kay Cosmetics that you can spend at a free facial. Tell me, which day is best for you to receive your pampering, weeknights or weekends? I can come to you or you can come to me. Which is more convenient? Great!

After the date is set, you say:

Great! 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?

<u>MARY KAY COSMETICS</u>			
Name: _____			
Address: _____			
_____			
Phone: (W) _____			
(H) _____			
Age:	under 18	18-25	over 25
I am interested in:			
Skin Care			
Skin Care for Teens			
Color Consultation			
Nail Care			
Body Care			
I would enjoy a free pampering session!!!!			