

# PAMPERING PAL PACKAGE DIALOGUE

From Sr. Sale director Tobi Bolt

If your datebook is empty—TRY THIS!!! Call your 20 best customers, friends, family members, etc. If you have leads, just use the second part of the dialogue to book!

Hi \_\_\_\_\_. This is \_\_\_\_\_, I'm calling because I'm working on a project for my business and I was wondering if you'd be willing to help me out. I'm working on getting 100 new names to energize my business more and was wondering if there's any reason why I couldn't trade you 10 names of sharp people you know for a free lipstick.

(Tobi said 50% of the people she calls give her names!)

When you call the referral leads, say...

Hi \_\_\_\_\_. This is \_\_\_\_\_. You don't know me, but a friend of yours, \_\_\_\_\_, has given you a pampering package with Mary Kay and I'm calling to tell you what it includes. Do you have a quick minute? (wait for answer) You get a winter makeover along with a \$10 gift certificate to use at your makeover. We just need to set a time to get together, which works best for you weeknight or weekend?

(Tobi said 80% of the people she calls, books an appointment with her). Could you get excited about that??!!!

If it is difficult to set a time with someone, remember you could meet them on their lunch break. If they happen to say no thank you, ask if they would like you to drop off a goodie bag of samples. Remember, try to drop it off at their workplace (go with extra goodie bags for her co-workers). Once they meet you, they may be more likely to book an appointment with you!!

HAVE FUN!!!