

Booking with Samples (i.e. Charcoal Mask)

- 1) Order Charcoal Mask Samples from Section 2 (6pk/\$1) if you don't already have them.
- 2) Purchase a small notebook to keep in your purse.
- 3) Put Charcoal Mask Samples (at least 10) in your purse each day! Or you could make "blessing" or goody bags. Buy a package of cello bags from Dollar store, enclose 1 charcoal mask sample, candy & your business card.
- 4) Talk to at least 10 women each day! Say:
"I am with Mary Kay Cosmetics and we have a new charcoal mask on the market. If I gave you sample, would you be willing to pamper yourself tonight with this mask treatment & give me your opinion?" They inevitably always say YES!!
- 5) Hand her the sample packet or blessing/goody bag with sample enclosed.
- 6) "All you need to do is take this sample & try it tonight after your cleanse your face. I'll follow up with you tomorrow for your opinion, do you prefer a call or text?"
- 7) Take your small notebook out of your purse, hand it to her & have her jot down her name & cell number (after you leave, you may want to include additional notes on her like where you met her & anything else that stood out about her).
- 8) "Great, I can't wait to get your opinion! Plus, I know you'll really enjoy the extra pampering for your skin, you certainly deserve it!"
- 9) MOST IMPORTANT STEP! Follow UP!!!!

Use this script word for word. " _____, this is _____ and we met yesterday. Thank you so much for taking part in our marketing survey. I appreciate you taking time out of your busy schedule to try our products and give us an honest opinion of them. I won't keep you but a second. I'd like to ask you some quick questions and I'll fill out the questionnaire for you over the phone."

1. Did you find the charcoal mask enjoyable? ____ YES ____ NO

2. Have you used a charcoal mask before?

3. Would you rate how your skin felt after you used the Mary Kay Charcoal Mask as . . .

____ SOFT AND SMOOTH ____ UNCLOGGED PORES ____ NO DIFFERENCE

4. Great _____, I am currently qualifying for _____ (Star Consultant Status, Car, Management) and I get to do facials & makeovers on TEN people this week. I'd love for you to be one of my ten! Because you so generously participated in my survey, you would receive a gift card to receive the Charcoal Mask for ½ off! That's just \$12 for a tube that is good for at least

30 applications! How does that sound, could you use some pampering with a gift card? What would be better for you... during Lunch, after Work or over the weekend? (book the appointment)

5. By the way, ____ because I need to do 10 faces, if you have a couple of friends or family join us, you can earn your \$24 Charcoal Mask tube for FREE! How does that sound?

The KEY is to know what to say next, if there is a "no to an appointment", ask her to be a model, if "no", ask if she'd like to give samples to her friends with filled out surveys to earn her charcoal mask for ½ off, if "no", ask if she'd like to be on your mailing list!

Note: After 3-5 attempts of calling/texting her & she doesn't respond, send a last text.... "Hey Sally, this will be my last attempt to get your opinion. If you've had a change of heart & rather not provide feedback, no worries, I hoped you enjoyed your mask treatment! Otherwise, I have a FREE gift for you for your opinion, simply text me back with YES if interested in receiving your FREE gift!" If you still don't hear back within 24 hours, then throw her number away and move on!!

Sample packets of charcoal masks costs about 17 cents per sample, if giving 10 per day, that's under \$2! This is a warm lead because you have met them, made a good first impression, given them a gift, and will follow up immediately. However, if you aren't going to follow up, there is no point in doing the first steps!!

Note: you could do this same process with other samples as well... the Timewise skin care, foundation primer, eye/cheek/lip colors... really any sample. If you have zero samples, then still use the same script & arrange a time to get together for the facial for her to try whatever product you are featuring (i.e. charcoal mask).

Numbers are the KEY... Work them and you will be richly rewarded!