

# How to Get 100 Leads in a Week

by Debra Bishop

**1) Take a gallon zip lock bag (the kind with the zipper so the stuff won't fall out).**

**In it put:**

- a) 10 skin care surveys
- b) An ink pen with a curly ribbon tied on it (so it won't get lost)
- c) The Look Book and/or Beauty Book - make sure your contact info is on it
- d) Several business cards & a few sales tickets

**2) Make 10 bags.**

**3) Call 10 women you know and ask them to help you.**

These should be "Chatty Cathies"...women who know a lot of women, work in an office around women, women who head up committees and like to talk. This is what you say:

Hi, Betty, I need your help! I've been challenge to get 100 skin care surveys filled out this week but I don't know 100 women. However, I do know 10 women who know 10 women! Would you take 10 of these surveys to work and ask 9 other women at work to fill one out? For helping me out, you can select any item you want from my catalog at 1/2 price! (Or offer her a gift, a hand cream, a Preferred Customer Program (PCP) gift or some of our discontinued glamour colors.)

**4) Deliver the bags to your 10 helpers and**

Set a DEFINITE TIME to pick the bag up - within 48 to 72 hours.

Let her see you write the appointment in your date book.

**5) When you pick them up, you'll call those who want facials and say this:**

Hi, Caroline! My name is Debra Bishop and last week, you filled to a skin care survey for Betty at work. I was Calling to thank you for filling it out. (pause and see if she has any comments) I see that you marked that you'd like to have a mineral powder makeover session so I was calling to schedule the appointment. Which is better for you...this week or next? (Book the appointment) I also see that you checked that you'd like to have a few friends join you. Let me tell you about my hostess credit. (Explain whatever hostess credit you are using.)

**Here are the averages after doing this for about 10 years...If you give out and get back all 10 bags, you'll have about 65-75 names. Not everyone will get all 10 done. Out of those, about 20-25 will check that they aren't interested or else have a consultant. Out of the 40-45 that are left, if you call all of them, you'll book about 25 and about 1/2 of those will hold. You'll end up holding about 12-15 classes. If they average \$300 a party, that is almost \$5,000 in sales! So.....is it worth it to give out those bags? Definitely!!!!**

## KEYS TO SUCCESS!!

- 1) Choose women who will do this for you!
- 2) Pick up the completed bags within 2-3 days after you give them out.
- 3) Start calling within 24 hours and call everyone within 3-5 days after you get the names.
- 4) Coach, Coach, Coach your hostess!
- 5) Carry extra bags to those classes to give out to the new customers to get more leads!



**Mineral Powder Skin Care Survey**

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Please Call me at:

Day Phone \_\_\_\_\_

Night Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

- 1) I am currently using a skin care line.  
\_\_Yes \_\_No
- 2) Have you ever tried Mary Kay before?  
\_\_Yes \_\_No
- 3) Do you have a Mary Kay consultant who currently services you? \_\_\_\_\_
- 4) If I were to offer you a Mineral Powder Makeover Session with a \$25 gift certificate, would you be willing to try our brand new products and give me your opinion?  
\_\_Yes \_\_No

*Thank you for completing this survey. I appreciate your help.*

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