

**GREAT IDEAS ON HOW TO GET NAMES AND LEADS!!**  
**Shared by some of Mary Kay's Fabulous Sales Directors!!**

From Director Michelle Taylor

**I have moved 7 times in the 10 years I've been building my business...courtesy of the U.S. Army!! :-)**

**I have found that for me, offering a sample of something along with my business card is easier than just asking for a name back. The other idea that really seems to work is placing a "fish bowl" at 2 - 3 businesses and being diligent about following thru with those names...my offspring is also a military spouse and she just recently moved again...she has been in MD about 6 weeks and has 2 new team members and many new customers because of fish bowl leads!!! I've attached the instructions in adobe, however I believe that there might even be info under Learn MK.**

**The key is persistence and not taking the no's personally!!!! Hugs, Michelle**

**Note – Fishbowl Info will come in a separate email attachment.**

.....  
FROM GERRY DEFUSCO

LAST YEAR I WANTED TO EXPAND MY CLIENT BASE, SO I CHOSE 50 OF MY VERY BEST , MOST RELIABLE CLIENTS, AND GAVE THEM AN OFFER THEY COULDN'T REFUSE. THESE WERE CUSTOMERS WHO ORDERED E-V-E-R-Y 3 MONTHS, WHEN THE NEW "LOOK" CAME OUT. I ASKED THEM IF THEY WOULD LIKE TO EARN 10, 20, 30, 40, OR 50% OFF THEIR NEXT ORDER. ALL SAID 50% OF COURSE!!!

I SENT THEM 5 BUSINESS CARDS, TENT STYLE. THEY EARNED THEIR DISCOUNT DEPENDING ON HOW MANY CARDS THEY HAD FILLED OUT AND RETURNED TO ME WITH ORDERS FROM NEW MARY KAY CUSTOMERS. WE HAD TO MAKE SURE THEY DID NOT HAVE A CONSULTANT!!

EACH TIME I SCHEDULED THESE NEW REFERRALS FOR THEIR INITIAL FACIAL, CLASS, SAMPLING SESSION, OR AN ORDER SENT OR BROUGHT TO THEM, MY EXISTING CUSTOMER RECEIVED 10-50% OFF HER ORDER. I GOT G-R-E-A-T CLIENTS AND MY PREFERRED CUSTOMER LIST GREW TO 316!!! BE SELECTIVE OF WHO YOU ASK AND THEY WILL BE SUCCESSFUL, PARTNERS WITH YOU. THREE OF THOSE REFERRALS BECAME CONSULTANTS....THEY PREFERRED GETTING 50% OFF ALL THE TIME :)))

.....  
FROM SARA BENNETT

As someone who transplanted my business from Ohio to Florida 13 years ago and needed names in a hurry- the thoughts that come to mind are that you obviously are going to be going furniture shopping, and just getting things for the home. I just said that I've relocated my business into the area and was putting together a portfolio of professional women in Brevard county- etc- and that in return for them being a model, I would display their business card for free! This allowed me to approach branch bank managers, owners of insurance agencies, etc. because I now needed homeowners, insurance, etc-travel agencies, florists and that was very cool, because the first 10 customers I developed, I went to the florist, got 10 carnations, and hand delivered them to these customers at work, along with a mylar balloon thanking them for helping me get my business rolling and you can imagine what that did.

One more idea that worked very well and that was that there was a branch office bank that I wanted to develop business in so I put in a bag lots of tissue paper and a ton of samples, lotions, fragrance samples, hand cream samples and just deposited it on the counter of the teller booths and said loudly enough for everyone to hear me, "You guys look like you could use some presents so I brought you some goodies. Enjoy!" They were on them in a heartbeat and when I went back 2 days later to find out how they liked it, I picked up 8 new customers!!

.....

FROM DIRECTOR TERESA LENNON

Create a community directory where you live and volunteer to go door to door to get the neighbors information...and by the way, I'm new and have you ever tried Mary Kay before?

\*\*\*\*\*

FROM JILL BECKSTEDT

## **Subject: How to find business when you know no one!**

The following is from Sandee Slouha, a consultant, and daughter of Red Jacket Karla Devereux. Sandee has such a giving heart. She recently met a consultant from out of town who was at the Mayo clinic there in Jacksonville, with her child, for treatments. Sandee brought her home to dinner and served as a great source of encouragement to her. She is truly a blessing to many! I am soooo glad she is in our unit! She is adopted by Margaret Gormley, where she has already made many new friends by being 100% supportive of her adopted unit. I asked Sandee to share how she is buiding "from scratch" in her new home. Here is her response.

Dear Jill:

As per our conversation last night here are some ideas for other consultants that may be having some blank thoughts when it comes to getting their business going in a new place.

This is my story and I am building it more each day, if you find that you are getting stuck please call me I often get the best ideas when I talk to someone else. I moved November 3rd, 2000 to the Jacksonville area. I did not know a soul and even though I had taught for 10 years I knew that I wanted something more so with just my husbands paycheck and lots of prayer and faith I jumped feet first into my business.

The first thing I did was let my daughters teachers know that I sold Mary Kay and if they needed anything I was more than happy to help. The next thing I did was ask my director for a director in the Jacksonville area then I made a promise to myself that I would never miss a meeting, then I wanted to meet people and get to know the area so I have done the following and so far so good:

1. Went to a coffee shop and began talking to the girls that work behind the counter ( I have 20 new customers from there and the list grows..... go at east 3 times a week and be nice and friendly and just warm chatter and show that you like them and that hey you enjoy their company) once you have some what of and established repore give them samples and ask them for leads.... In the month of December I made 600.00 in one week from the coffee shop.

2. I did this with all my samples and it has helped me get 5 new customers.... I went to Publix, our local grocery store and I went back to the Deli and asked the manger how many ladies worked there,,, then I went home and made little 17 bags and filled them with all the neutral sample I had. Then I went back and said that this was a little token of my appreciation for all the hard work they did and guess what I now have 5 ladies there that are new customers and I have them booked for classes.

3. Go to different clothing stores and ask if you can spend a Saturday giving

samples.... most places will say yes. The only thing you get from their customers is their names and then you call and follow up and get sales. I did this and I have 10 new customers plus the girls that work in the store.....

4. Find community groups that meet once a week or month... like the Garden club, Mommy and me groups, Mothers that works at home group... (better yet start your own group in that aspect).

5. We all have invested in Tupperware and Pampered Chef... Talk to their consultants and see if you can do some customer trading.... you would be surprised.

6. Go to the mall and walk with some goodies in a purse and hand them out to prospective clients,,,,, remember get name and number.

7. Any craft fairs that are around go and meet the people there...the beach.... restaurants anything that you know you may want to meet people...

8. Hospital I also found some new customers and all I did was give Satin Hands treatment to the cancer patient. I go in and I tell them that my grandfather passed away from cancer in 1994 and that this is my way of touching a life and making them feel better..... Some days I get 3 ladies other days none ... you just have to go with the flow.

Remember the worst they can say is NO,,,,, but you know no just means not now, and if you go to a place of business you don't need to get there number immediately because you know you can always come back to that business and find them.

Don't get discouraged, I know it is hard but if you must have your pity party do it quickly and then sit and think HOW CAN I RE BUILD WHAT JUST CRUMBLLED.... We all fail but the ones that fail and rebuild are now the red jackets, directors and National Sales directors..... and they way I look at it.... I have planted seeds all over and I will keep planting one day they will bloom. My business right now is a tight rose bud..... and I am it and taking care of it and one day it is just going to BLOOM... Like a real rose does.

Take Care  
Faith in God and believe in your self

Sandee

.....

#### **FROM DIRECTOR CANDY BAMBERGER**

When I first moved to Jacksonville, last July, I plunged into the "7 up" plan...Finding 10 new names a day for the first 7 days of the month. NO EXCUSES!!

I also held a makeover brunch EVERY Saturday morning 10-12. I began holding them in my apartment, and then in my apartment complex's clubhouse. I baked a simple egg casserole and had a plate of fruit, OJ and coffee. To approach women, I used gift certificates (100 for \$15/ copy corp 310-478-1776). I would outstretch my hand and say "Hi, I'm Candy. I just moved to Jacksonville and I have ZERO girlfriends here. So I've challenged myself to meet 10 new friends a day! Your number 4! I also own a Mary Kay Business and I'd love to give you this gift certificate. It will allow us to spend some time together getting to know each other. I'm also having a pampering brunch on Saturday Morning for all of my new friends. Here is your invitation. I am looking forward to seeing you there!" This was very successful! Now I continue to hold brunches with my unit once a month.

\*\*\*\*\*

**FROM NANCY GETTINGER**

**Go to all the decent beauty shops and put out "facial boxes/bowls" having a monthly drawing for free hair cut or shampoo/styling and beauty consultation and product trials from the names in the boxes. Everyone gets a free Beauty consultation opportunity. But only one gets the "hair do". Make a deal with the shop owner.**

.....

**FORWARDED BY DEBBIE MIRAS**

Dear Million Dollar Women:

This is similar to what Jennifer Schmidt, Margy Hendrickson and Jodi Mansfield did with GREAT success. It took them only a short time to get LOTS of names to follow-up with. Not to mention how great they felt giving a gift to women. They did hospitals/clinics and said they were honoring health care professionals. They also went to a daycare and handed them to moms as they picking up their children (you'll have to okay this with the daycare director). So, if you're looking at snow blindness (nothing on your datebook) and you don't want to pick up a phone book, here's a GREAT way to get names fast. I did this with Lorilee Rueter and in about an hour we got 75 names. It works so well!! Good luck!!

Love and belief,  
Mary

**HONORING PROFESSIONAL WOMEN**

**Supplies**

1. Large bag to hold samples
2. Gifts to hand out
  - a. Any samples (I put in a TimeWise sample and a new lip color sample)
  - b. Business card
  - c. Piece of chocolate
3. Contact cards
4. Nice pens

**Hints**

1. Professional attire – you only have a first impression to make!
2. Try to go in pairs if possible, this seems to be a plus, but not necessary
3. Smile, eye contact – CRUCIAL
4. Assume they will say yes!
5. Set aside 30 minutes for 10 names, one hour for 20 names, etc.

ON SATURDAY or any day of the week:

1. mall, strip malls, medical offices that are open, title and real estate offices
2. Dialogue:

"We are honoring professional women and I have a gift for you." (smile, eye contact, hand them gift while you talk.)

"I am with Mary Kay Cosmetics and I am also holding a drawing for a Private Spa Collection. (or a Satin Hands Pampering Set--be sure you have one with you to show). I'm sure you'd like to enter to win, wouldn't you? (smile, nod your head and hand them the pen)

NO? "Enjoy your gift!"

YES? (give them a contact card and a pen, and while they are filling it out say...)

"I will be contacting the winners on Sunday afternoon, (or next week) if you could put down the phone number that you can be reached at then, that would be great!"

"Have a great day!"

ON SUNDAY:

1. Draw winning name
2. FOLLOW-UP ON THE DAY YOU SPECIFY IS CRUCIAL TO SUCCESS!
3. Follow-up dialogue:

"This is \_\_\_\_\_ with Mary Kay Cosmetics. I met you on \_\_\_\_\_ when I was handing out gifts. I'm calling to give you the results of the drawing. You weren't the Grand Prize winner, but you were a winner of a complimentary facial and a \$10 gift certificate in Mary Kay products. (pause for response) I am putting my schedule together for next week and wanted to find a time that would be convenient for you. Are days, evenings, or weekends best for you? Beginning of the week or end of the week? \*\*

ALSO . . . If you would like to share your complimentary facial with a friend, I will add an extra \$5.00 to your gift certificate for each friend up to 6, so you could end up with a \$40.00 gift certificate! Doesn't that sound great!

I will call you on \_\_\_\_\_ to confirm your spot, give you directions, and to see if you have any guests coming. Does that sound okay? I like to pre-profile the guests beforehand, so when I call please be prepared to give me their name and phone number. I will be calling them simply to find out what kind of skin they have so that I can be prepared for them as well. Does that sound okay?"

*\*\* [Have specific times in mind on your books (x'd out approach), preferably Tuesday night at 5:20 p.m. Be flexible AFTER they can't make any of your available sessions.]*

FROM DIRECTOR KATHY McGINNIS From Consultant CINDY RAND

Hi Kathy -

I wanted to share with you my smile back chatter idea. I have been reading so many ideas and hints I don't know if it really is my idea or a compilation of ones I have read but it has been working and I really look forward to chatting with people now - only one week after absolutely hating it!! Cindy

For all of you out there that Hate the idea of taking to strangers I have found a way for you to come to LOVE it!!! I call them "Smile Backs". I put fun smile stickers on my business cards (next to the Hawaii label that is centered at the top of the card) I punch a hole in one corner to attach goodies - but leave the tent together.

Then I write "Thanks for the Smile" and my Smile Back Bonus (10% discount if I call you OR 20% if you call me). I cut a Square of Cellophane (7-8 inch - perfect for those leftovers that are two small for a basket) and wrap up 2 kisses, a life saver, and a small sample item (lip gloss, triple action eye or lip - etc) tie it up and attach it to a tent card. One the side of the card that I will keep I write what the sample is. When I hand them out people are so excited that they made a difference in my day!! In order for my bonus to make sense I MUST ask them for their name and even when they say "No", they are excited that someone noticed them, they are nice and the no really doesn't matter - the good news is the no's are far and few between because they catch the excitement!!

I give them to any one who smiles back when I smile at them. I now look forward to sharing the smiles, the cost is little and I am getting lots of names. SO I encourage all of you to give it a try

\*\*\*\*\*

FROM BETH PILAND

Here is what I do when I go into an area where I know no one:

I ask them to be a face model for me as I am doing a portfolio..

I introduce myself and say, I am Beth Piland with Mary Kay Cosmetics. We are the #1 brand of skin care and cosmetics in the U.S. for the ninth year in a row. However, the number #1 complaint we here at corporate in Dallas is that people can't find anyone that sells the product. I wanted to come in and introduce myself and let you know that I have full inventory and to see if anyone needs anything? From there I book them for a party or facial or book the women in the office at their lunch time for a hand facial.

I walk up to a woman and ask her to be a model for me at my success meeting,

These 3 ways will build a unit anywhere, b/c that is what Catherine did in Perry. She knew 2 people, her husband and his boss. Hope this helps. (Catherine is Beth's daughter, Catherine Piland-Carter, newly wed who moved to Perry, Ga, in Dec. and has won her car and is now a DIQ!!)

.....