

30 Prospect Sources

by National Sales Director SuzAnne Brothers

Looking for a group of prospects you can sell to next month? Here are some prospecting starter suggestions for you to try. Each day next month talk to at least 10 new people from the source group for that day.

1. People you pay regularly

Make a list of the names of the persons to whom you pay money on a regular basis, such as every week or every month. As starters, list your grocer, milkman, service station operator, garage owner, cashiers of the electric, gas, telephone or cable companies, or your hairdresser.

2. People you pay occasionally

Today talk to your pharmacist, jeweler, painter, decorator, clothing store owner, shoe store proprietor, furniture dealer, and so on, include anyone you buy from now and then.

3. Professional people

You deal with professional people frequently. Everyone has contacts with doctors and dentists. If you have children of school age, you are probably acquainted with a number of teachers. Other professional people may be your attorney, your banker and your clergy. Put their names down; then go out and talk to at least 10 of them.

4. Organizations you belong to

What about the church you worship at, and the clubs and associations whose meeting you attend? Make a separate heading for each and list the names of your friends and acquaintances among the members. Then contact them.

5. Social acquaintances

You mix with people socially, at your home or their homes or during evenings out. They are grist for your mill, so put their names down. Also, don't forget the neighbors - as many of them as possible.

6. School classmates

What about the people with whom you went to school? Don't forget the night schools, trade schools, professional schools, and so on that you may have attended in recent years. Call on at least 10 of these people today.

7. Previous jobs

If you have another job in your present community before you started selling Mary Kay, you have a circle of friends and acquaintances with whom you used to work. Also, you must know people whom you used to think of as competitors, or who were in a competing business. Make a list of their names, and go out and talk with them.

8. Relatives

How about your relatives, and those of your husband? Their names should be written down, by all means. You already have much information about them, and they can be approached under favorable circumstances.

9. Your husband's organizations

If your husband belongs to a sports team, hunting club or a business association, he has a circle of acquaintances you will want to consider as possible contacts. Call each one and see what happens.

10. Recreation contacts

Do you play golf or tennis, or have a hobby in which you are active? If so, you have met a number of people through this sport or hobby; and this source automatically supplies you with a list of names to contact today.

11. Military service

Pay a visit to your local military services recruiting office. Offer a complimentary facial to the women in the office. Offer gift suggestions to the men.

12. Newcomers to town

You can find the names of these prospects through chamber of commerce lists, Welcome Wagon lists, utility companies, newspaper society pages, church bulletins, etc. When you approach them today offer to help them get situated in their new community.

13. Present customers

Make an extra, unscheduled call to your customers and tell each one about your Holiday Gift Baskets (or other seasonal offerings as applicable) or special gift you are offering today only if they book a skin care class.

14. Newlyweds

Visit your library or newspaper office, go through local newspapers and list every couple who got married during the past month. Most newspaper wedding announcements will give the couple's address and where they work. Call on them today.

15. Conversational booking

It's fun to go to a shopping center and talk with people you haven't met. Offer them a sincere compliment and ask them if they have ever tried Mary Kay, then offer a complimentary facial. This is a fun way to meet new people and share your products.

16. Referrals

Call 25 friends, customers and associates. Ask each one for the names of at least two people you can talk to today. For best results, ask for specific categories of people. For example, "Who is your friend? Your hairdresser? Your neighbor? In your car pool?" Aim for situations where you can use your friends' or customers' names when you contact these referrals.

17. New business owners

Go back and search through those recent newspapers again, this time reading the legal notices for the names of people who are starting new businesses. Call on them and offer them a complimentary facial and ask if you may leave a facial box in their place of business.

18. Promotions and transfers

Still another list to make from the past month's newspapers is that of women receiving promotions or transferring to offices in your area. Call to congratulate them and to introduce yourself.
Do it today.

19. Telephone yellow pages

Let your fingers do the walking. Make a list of all the names of owners given in display ads. Then either call them for an appointment, or visit them.

20. Night shift workers

Ever think about all those people who work the night shift? They rarely get contacted because they're sleeping during the day! Schedule skin care classes for those people who work at night for a time that's convenient for them; perhaps at mid afternoon. Guests might include nurses, waitresses or factory workers, etc.

21. Local organizations

Obtain a list of area clubs and organizations from your chamber of commerce, then call the officers and offer to teach a make-up or skin care class and demonstrate the latest glamour techniques. You select a model and give her the facial and give her the facial in front of the entire organization. Then offer complimentary facials to all of the women in the audience. Try to book skin care classes.

22. Business cards

Go through that collection of business cards you've been gathering from sales people and other business people you talk with. Call each one and ask for the opportunity to talk about your products this time.

23. New homeowners

When a woman moves into a new home, she is eager for her friends to see it. What a perfect opportunity for a woman to show her new home than by inviting her friends in for a skin care class. Check the courthouse and tax records for names of area people who have recently purchased homes. Call them today.

24. Prior cancellations or postponements

Today, go back through your records and make a list of those people who had to cancel or postpone their classes or facials that you haven't yet re-contacted. Call them to see if they would like to book a class or facial this week.

25. City directory

Go to your local library and obtain the City Directory. Take down the names and addresses of families near you, or in areas you wish to develop. Look up their phone numbers, call and offer a complimentary facial. Keep track of your results and see how many numbers you have to dial to make a contact, and how many contacts to book a facial. Then on this date next month, try to increase your batting average.

26. Today's paper

Go through this morning's paper writing down each local name you can find and why she is mentioned (social club, etc.) Call on each name and offer a complimentary facial.

27. Clerks, secretaries

Spend today calling on women working in stores and offices. Offer to give them a complimentary facial in the evening so that it doesn't conflict with their work schedule.

28. Exchange customer lists

If you have been selling direct for any length of time, you have probably made contact with other sales people. Pick one whose products are not in competition with yours; get together today and trade customer lists. This will give you each some new faces to call on.

29. Special offer

Call your past hostesses and offer a bonus gift for booking and holding a skin care class with at least four guests in attendance. Tell them the special bonus is for a limited time only and they will hurry to be included.

30. Referrals

Call your pink ticket customers to ask for referrals. You may want to offer a gift if one of their referrals books a facial or skin care class.