

Honoring Busy Women

Here's how to get brand new lead by honoring busy/working women.

Buy the candy listed on the Busy Woman's Survival Kit Card, at least 30 of each:

- ✿ Blow Pops**
- ✿ Fun Size Snickers**
- ✿ Fun Size 100 Grand Bars**
- ✿ Chocolate Kisses**
- ✿ Starburst Candies**

Print 30 cards that describe the survival kit, either on card stock and cut out the individual cards or on perforated printable post cards or business cards.

Put one of each candy and your business card in a cute cello bag you can tie with curly ribbon or self-sealing cello bags. You can place the survival kit card on the inside or punch a hole in the corner and tie it with the curling ribbon on the outside.

Print out 4 sheets of the \$25 gift certificate drawing entry forms and cut them into individual entry forms. Put the entry forms in an envelope with a few pens.

Pack the survival kits in a basket or On the Go Tote with the envelope of entry forms and pens.

Go to any variety of workplaces to honor busy/working women with a survival kit, e.g.

- ✿ Office buildings**
- ✿ Medical offices**
- ✿ Malls**
- ✿ Strip malls**
- ✿ Hospitals**
- ✿ Restaurants**
- ✿ Day Cares**

Walk in and approach a working woman such as the receptionist and say, "Hi! My name is _____ . I'm with Mary Kay Cosmetics and today I am honoring working women and busy women with a little survival kit to help you get through the day" and smile as you hand one to her. Wait for her response as she looks at it. If she doesn't say anything, you can make light comment like, "I hear it comes in real handy around 3 in the afternoon." Most people thank you. Then explain, "I'm also doing a free drawing for a \$25 Mary Kay gift certificate." Smile and nod as you hand her an entry form and ask, "Would you like to enter to win?" If she's hesitant, explain that entering the drawing is optional --- the candy is hers to enjoy.

Then you can ask her if there are any other ladies available that might also enjoy a survival kit. The receptionist is the gatekeeper ---if she's excited she might call every lady in the office to come up front to get one and enter the drawing.

If when you first offer the survival kit, the woman states that her business does not allow solicitors, say, "That's OK. I'm not asking for anything in return. You can keep the candy." Smile politely and leave. Don't offer the drawing. Just move on to the next business.

Go from place to place until all 30 kits are gone. On average, you'll probably get 20 ladies to enter the drawing. 10 of which do not have a consultant and would like a facial.

Draw you winner and follow up as soon as possible – preferably that afternoon or evening. Just throw away entries that indicate she has a consultant- would you want another consultant to give your customer free product? And you don't need to call the ladies who indicated they are not interested in a complimentary facial.

Call the winner first, " _____ , this is _____ with Mary Kay. I'm so excited. I'm calling to let you know that you're the winner of the \$25 gift certificate. Congratulations! Isn't that exciting?! Is there any reason why we couldn't get together this week for you to pick out your free Mary Kay products?"

And for those who didn't win, say. "Hi, _____ , this is _____ with Mary Kay. I see from your entry you put in my drawing that you would like a complimentary facial so I'm calling now to schedule that. Is there any reason why we couldn't get together this week or next for me to give you that treat?"

Remember, the sooner you follow up, the more likely they are to book an appointment with you. Also, know that one little bag of candy can really make someone's day!