Full Circle Lead Generation
SMILE

NSD Diana Sumpter

It all starts with a one-on-one appointment. Book 8 facials to hold 5 in a 1 week period and take them through this process. Let her know she might feel more comfortable if she had her best friend there to critique your work. (I don't try to get more than one on this appointment because I don't have enough leverage with her yet) If booking in person, hand her a microdermabrasion sample in a goody bag as a *hold over gift*. If booked 10 days out, mail it to her or drop it off to her. Your mission is to get 10 good leads from each facial.

S – Surveys and Advanced Thank You Note

Advance Thank you note with Surveys. Send handwritten note thanking her for getting together with you for ____ reason (portfolio, opinion or pampering). It could go something like this:

Dear _____, So excited to get to together with you on _____ at _____ at your house. I have told all my MK girlfriends about you, we are going to have so much fun! I have got your gift ready and can't wait to see you experience our product, get you set up for your virtual makeover and get your opinion. ____, it is women like you that make my business so much fun!

Then include 3 pages of surveys with this note (staple to surveys…see page 3):

Since I am moving up into management, part of my training is to find out what women in this area are using for skin care. You are already getting set up for your free Virtual Makeover, just for being a woman of your word and allowing me to pamper you. PLUS, I have been authorized to give you an additional $1 in free product for every survey you get filled out before we get together, with a limit of 20. I'll be calling you on the day before our appointment to find out a little more about your skin and what you want to learn. Thank you so much for helping me with my training!

M – Make a List

We are going to play a little game so you can get some MK bucks to spend on one of our sets we are working with tonight. Flip over your Create A Roll up Sheet. You will receive $1 in free product towards any of the sets you purchase tonight, for every name, number and best feature you put down. When I call her, I will let her know you have treated her to a 45 minute pampering session, set up for a virtual makeover and a free gift from you, at no cost to you! Can you think of some people you would love to pamper and who are over worked and under-appreciated? Pull out your cell phones and let's get started. First one who fills in all 10 lines will get 5 more tickets!

I - Individual Consultation

Romance the Hostess program and surveys and how the surveys can find out who is interested without her feeling compromised. Have her start her wish list, by circling the collections she would like to treat herself to if money was no object, you will find her reason to book. See script below

L – List of People

Pick the surveys up two days later and get her guest list. Create a folder for each Hostess, with her Surveys prior to appointment, guest list, surveys from Hostess Program, Name Game List and her Create A Roll Up Sheet. You will use them to help her find her people to join her at her 2nd appointment. After her 2nd appointment, they go in my booking spiral so I can book individually.

Pre-profiling questions

When you are calling her guest list and someone cannot make the class you can say *"____, I totally understand, can I ask you for a favor? Great! _____ (hostess) needs at least 4 people to attend to max out on her free product, would there be any reason why you and I could not get together this week. I would have a free gift for you and will get you set up for our virtual makeover where you can change out your hair color and style and try all the eye shadows, blushes and lip color at no cost to you!! Plus, I would give ____ the credit. It only takes about 45 minutes and we can do it at your convenience. I know _____ would appreciate your help*."

1. Have you ever tried Mary Kay?
2. What are you currently using to wash your skin? What do you like about that product?
3. How would you describe your skin, dry, combination or oily?
4. What would you would like to learn or try at your pampering session?
5. The class will start at ____, will time be a problem? I have found that women enjoy their pampering much more without children, will baby-sitting be a problem? Can't wait to meet you in person, ____ has told me so many wonderful things about you. We will have a great time!

E - Entice

Entice the other Guests to book their 2nd appointments.

- **VIRTUAL MAKEOVER**
- **CROWN AND/OR BOA FOR YOUR HOSTESS**
- **ROMANCE THE 2ND APPOINTMENT**
- **WRITE ON PROFILE CARD AT LEAST 6 THINGS TO GO OVER AT 2ND APPOINTMENT**
- **EASY HOSTESS PROGRAM**
- **MAKE SURE YOU HAVE YOUR DATEBOOK HIGHLIGHTED**

BOOKING OBJECTIONS

OBJECTION: I tried Mary Kay; and I broke out.
YOUR RESPONSE: Great! You are exactly the type of woman I am looking for. How long ago was it that you tried Mary Kay? What type of reaction did you have? Did you know the products have been reformulated? To make you comfortable, I'd be happy to do some patch testing on the throat area before we get started, and I have a free gift for your time.

OBJECTION: I use Brand X.
YOUR RESPONSE: That's great! You are exactly the type of woman I am looking for! What do you like the best about your product? I would love to have you compare our product to yours. You are under no obligation and I have a free gift for your time.

OBJECTION: I'm so busy.
YOUR RESPONSE: Great! You are exactly the type of woman I am looking for! When was the last time you took 45 minutes for yourself? If we could find 45 minutes in your schedule, either during your lunch break, or right after work, would there be anything else stopping you from being a face model and treating yourself to a pampering session? You are under no obligation and I have a free gift for your time!

Individual Consultations

Make sure they have their Profile card and Create-a-Roll-Up sheet

1. ***"Did you have fun? What was your favorite part?"***

2. ***"Do you love the way your skin feels?"*** **(Smile, nod and rub your cheek)**

3. ***I see you marked ____ sets. If we did some creative financing, how can I help you take home one of the specials tonight?"***

4. ***"The next thing we need to do is set up your 2nd appointment, which of these time slots works the best for you?"***

5. ***"____, I am so excited we are getting together on (date) for your _____2nd appointment! If I could show you how to get up to $___ in free product, would you like to hear more?***

Hand her a Hostess Packet and quickly run through the Cover page:

- **3 pages skin care surveys**
- **3 pages outside orders**
- **Recruiting Brochure**
- **Cover Sheet**

6. ***"____, based on what you saw me do tonight, on a scale of 1-10, what would your interest level in part-time or full-time with Mary Kay be?"***

(If higher than a 2*) "Great! What about Mary Kay intrigues you?"* (Do not overcome objections at this point; just acknowledge that they are legitimate concerns.)
"Can I give you some food for thought? I don't know if this is anything you would look at, but when I pick up the surveys could I take about 20 minutes and show you how MK could work for you and your family? It may not be for you right now but that way you could make an informed decision and you would be under no obligation and I would love to work with you."

Hand her Recruiting packet: Company Brochure, 6 Avenues of Income Sheet, CD or DVD

Coaching Your Appointments

Coaching Your Appointments

Hostess Name: _____ **Number:** _____
Address: _____ **Email:** _____

Date Booked Party: _____ **Actual Party Date:** _____

Gave Hostess the following:
Mailed or gave Hostess Packet

- ☐ Look Book
- ☐ Outside Order Forms
- ☐ Business Card
- ☐ 12 Surveys
- ☐ Hostess Program Sheet

Guest List:

1.
2.
3.
4.
5.
6.
7.
8.

1 Week Before the Party:

- ☐ Call Hostess to check in on her and see how the invitations are coming.
- ☐ Remind her that you need the guest list no less than 2 days before party.
- ☐ See how the outside orders are coming. Encourage her to get to $250 before her party so she can work on bonus items!
- ☐ Mail hostess a thank-you postcard for helping you support your business.

3 Days Before the Party:

- ☐ Call to remind to get guest list by tomorrow.
- ☐ See how the outside sales are coming.

2 Days Before the Party:

- ☐ Call and pre-profile all guests.
- ☐ Call Hostess back and let her know the results of pre-profiling.

Day of the Party:

- ☐ Call Hostess to confirm directions, any questions or sales or last minute changes.

Day After the Party:

- ☐ Create customer files, PCP & set up 2+2+2 system to start calling new customers.
- ☐ Send thank-you postcards to all at the party.
- ☐ Send Director information on guests—name, number, a little about them.
- ☐ Fill out Weekly Accomplishment Sheet.
- ☐ Build a Manila Folder with her name and put all paperwork and leads
- ☐ Upload her picture in the Virtual Makeover program

Party Results: $_____ Sales, _____Bookings, ____Referrals, ____ Interviews

This Sheet created by Sr. Director Maria Eades