1. Fill a basket with pink carnations and to each carnation attach your business card with two lip samples stapled to the card. Hand out everywhere saying, “Mary Kay is honoring all working women during Administrative Professionals Week with a pink carnation and lipstick sample.” Hand her the carnation while you are speaking. Then, tell her, “If you would like to fill out the back side of the business card with your name and phone number, you’ll go in my special drawing for a free body care package.” Hand out everywhere in your community – library, realty offices, school offices, doctors office, etc.

2. Phone Survey – Call local businesses listed in the yellow pages and use this dialogue:

   “Hello, my name is _________ with Mary Kay Cosmetics and we’re honoring women who pick up the phone during Administrative Professionals week with a free pampering session – facial and makeover plus samples and a $5 Gift Certificate! You may enjoy this during your lunch hour or in the evening. Which would be best for your schedule?”

3. Business Contacts – Make copies of the Administrative Professionals Day Gift Specials on the other side of this sheet and give to employers you contact using the ideas below:

   NATIONAL ADMINISTRATIVE PROFESSIONALS WEEK IS APRIL_____. TAKE ADVANTAGE OF THIS WEEK TO FURTHER YOUR BUSINESS!

   The ASSISTANT is a very important person in every business. Take time to think of every ASSISTANT you know and make sure each of them get pampered! BUT WAIT…. what about the ones you haven’t met??? Where do you find them? EVERYWHERE!!! How do you approach them professionally? Here is a guide line to help you.

   1. Start by making a list of every business person you know who possibly employs one or more secretaries, office assistants or receptionists! Think of people YOU do business with! You’ll be surprised at how many you can list!

   2. Plan your schedule with time to stop by all the places you have on your list. Enter with a positive stride, dressed professionally, and ask to speak to the business person you know. Chat for a few minutes and then say: “Today I am representing Mary Kay Cosmetics. National Administrative Professionals Week is coming up April ______, and our goal is to contact all assistants in this area and let them know just how much their time and talent is appreciated. How many assistants do you employ? Have you made a decision on what you want to do to show them how much you appreciate them? I have some really great specials I’d love to put together for you that she would really love!!”

   Then show the list of gift ideas printed on back… you may want to have a couple of these made up. However, it is important that you not go into a place of business with a lot of things. Carry a tote that you can comfortably put a few things in. You will probably hear something about how they take them out to lunch or give them a bonus… then you say… “Long after that bonus is spent (or that lunch is eaten), she will use this and remember how much she appreciates you.”

   Complete the purchase, ask for a deposit of half or more and arrange for the delivery date. Then ask who else they might know who would also appreciate your services. If possible, ask for one of their business cards introducing you! You can then call the referrals and use the same approach!
Administrative Professionals Day
Gift Specials

A lunch is only for a day,
and flowers soon fade away.
Thank your Assistant on this special day,
with a custom-made gift coming her way!

Here are just a few of the Gift Specials we have available.
You may also customize a Gift Basket with any products you choose!
We have wonderful products for Men as well!

Coffee and Cream – $15.00
Treat your Assistant to coffee – a special mug filled with Mary Kay® Hand Cream and
gourmet coffee packet wrapped beautifully in cellophane and tied with a bow.

Lips and Tips – $25.00
Nourishine Lip Gloss with matching MK Nail Lacquer, beautifully packaged in a vinyl
clutch bag.

Gardening Set – $32.00
Mary Kay® Sun Screen and Hand Cream packaged in a decorative flower pot.

Satin Hands Pampering Set – $36.00
Give your Assistant the ultimate hand treatment – our three steps to satin hands! Three products
in our Satin Hands Pampering Set that will delight her!! Packaged beautifully in its own bag!

Spring Forward Collection – $40.00
Nourishine Lip Gloss with matching Cream Eye Color and long-wearing, nail laquer
packaged in a vinyl clutch bag.

Sun Set – $46.00
Mary Kay® Sun Screen, Lip Protector and Hydrating Body Lotion in a decorative sand pail.

Take a Cruise – $55.00
Satin Body Moisturizing Body Wash, Body Smoothing Scrub and Body Lotion in a
decorative basket.

Brush it Off – $55.00 - $60
New Essential Brush Collection packaged in a ceramic cup- Can also be
Monogrammed.

NOTE: Cut this part off and print the sheet to give to each secretary's boss!