

Booking "Thanks-Giving" Appointments

By Renee Motyka & Dynetta Minter

"Hi _____ this is _____ with Mary Kay! How are you? Great! Do have a quick minute? I just had to call you; I am so excited! I have made November the month for "saying thank you" and I immediately thought of you because... (sincere complement, you are so thoughtful, kind, considerate). And Since November is traditionally all about being thankful, we have decided to allow our customers to honor the special ladies in their lives by telling them "Thank You" in a special way. So _____, I'm going to ask you to put your thinking cap on and think about the friend who's been really kind to you, a teacher that is special, the lady that is always giving to others, your mom, your sister... any lady you know that makes others feel special and would enjoy, or needs pampering. So tell me _____, who immediately came to your mind? (Wait for her to speak and give her time. After she tells you the names, ask her why she thought of that person.)

Fabulous! Well, here's how it works; _____, because you are a great customer to me, and I want to be a big part of my unit's month of "Thanking Others", I will honor her/them with a complimentary makeover, a \$10 gift certificate (which I will supply), and a special note from you telling her why you wanted to tell her "Thank You"! Don't you think that will make her/them feel special?

Great! Well, all I need are their phone numbers so I can call them. I will let them know that you are one of my special customers, and you had referred me to her because you are thankful that she is in your life. I will explain that I have a free makeover and a \$10 gift certificate for her from you as a thank you for all that she does! And I promise I will really make her feel special and look fabulous! Do you have time to give me those numbers right now? Now, do you want to join her, or do you think she would prefer it be just her?

Ok _____, I just want you to know that I really appreciate you as a customer and I want to tell you "Thank You", for being a great customer and friend! And my gift to you is \$10 off your glamour or skin care and a new makeover for Fall! So would you like to be pampered this week or would next week be better?"

If you Have to Leave a Message

"Hi ___ this is ___ with Mary Kay! I hope you are doing well and I just had to call you because I am so excited! I have made November the month for "saying thank you" and I immediately thought of you because... (sincere complement, you are so thoughtful, kind, considerate). I have a special "Thank You" gift certificate for you and a couple extras that you can give to appreciate some of your special friends. They will be so surprised and love receiving this gift from you. So give me a quick call back at _____ and I can give you the details. Thanks so much _____, I look forward to hearing from you!"

