

A GIFT OF PAMPERING FOR MOTHER'S DAY

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"Hi, _____, it's _____ with Mary Kay. I have some exciting news to share with you...do you have a quick minute? Great! _____, To celebrate Mother's Day this year, I am offering a few of my favorite customers the opportunity to give a Gift of Pampering to five deserving moms who are friends or family members. This is a wonderful way to pamper special women you care about. Here's how it works. I can give up to 5 gift certificates in your name, at no cost to you. The recipients will receive a complimentary pampering appointment which includes a facial, makeover and satin hands treatment. Each person will also receive a gift certificate to spend at their facial. Once again, there is no cost to you. You can choose up to five women to receive a Mother's Day Pampering Gift. I'll give each person a call and let her know that I am your personal beauty consultant. I'll share that because you think she is such a great mom, you have arranged for her to receive a gift certificate and special Mother's Day pampering appointment which she can schedule at her convenience. This is a wonderful way for me to help you make her feel special and pampered. Oh, and, there's more, as my gift to you _____, you will receive any item in our product line at 50% off for each person I schedule. **(or you can offer her \$10 product credit).** Tell me, _____, who are the special moms you know that you would like to give a gift of pampering for Mother's Day?

When you call the referral....

"Hi, _____, my name is _____. We haven't met yet, but your good friend (sister, daughter, etc) (Customer's Name) is a very special client of mine and she has arranged for you to receive a wonderful Mother's Day gift. Do you have a couple of minutes for me to tell you about your gift? Great! _____, I am a skin care and color consultant with Mary Kay. In Honor of Mother's Day and to celebrate you as a great mom, (Customer's Name) has arranged for you to have a special pampering session of a complimentary facial, color consultation and Satin Hands Treatment. She has also included a gift certificate which you can use towards the purchase of anything in our product line. Tell me _____, do you by any chance have a Mary Kay consultant? **(If she does, get the consultant's name & number and arrange to "transfer" the "gift".)** If not say, Wonderful, I'm looking forward to meeting with you. Your special pampering session takes about 45 min., and I would love to go ahead and schedule a mutually convenient time for us to get together so you can receive your gift from (Customer's Name). Which is usually best for you daytime or evening?" **Schedule her. Then you can say,** "_____, I know sometimes it's fun to include a friend. If you know another wonderful mom, you'd like to invite to join you, I'd be happy to give her a complimentary facial as well. The gift certificate is for you only, of course, but you are more than welcome to share your appointment with a friend.

(Note, If the recipient is already a Mary Kay customer, you can get their consultant's name and number and let her consultant know that her customer was given to you as a referral. Explain that you don't want to service her customer so you are suggesting she call and give her an update facial and \$10 gift certificate. Call your customer back and explain that you have arranged for one of her recipients to receive the gift through her own consultant. This will allow your customer to select another person.)

Leaving a message ...

"Hi, _____, my name is _____. We haven't met, but (customer's name) , is a mutual friend and she has arranged for you to receive a very special Mother's Day Gift. Please give me a call so I can tell you about _____'s gift for you. My number is _____. Again, my name is _____, and you can call me back at (say your number again). Thanks, _____, I look forward to speaking with you soon. I can't wait to tell you about your special gift!"