

# ADMINISTRATIVE PROFESSIONALS DAY

*Melinda Mercedes Balling*

## Booking Restaurants

### Contacting Local Restaurants

Drop by or call your target Restaurant/s and ask to speak with the manager. When you connect with the manager: Introduce yourself, handing him or her your business card. Next you can say something like..." We love to team up with local restaurants for customer appreciation and I wanted to talk with you today about a special service I am offering this month. You may be aware that Wednesday, April \_\_\_\_, is Administrative Professional's Day. Of course, employers will be taking their employees out to lunch throughout the week. We are selecting some of our favorite restaurants in the \_\_\_\_\_ area and your restaurant was definitely listed as a favorite. \_\_\_\_\_, here's how our service works. We would like to come into your restaurant and present a special gift for Administrative Professionals.

(Note: this could be a pink carnation available from Sam's or Costco or goodie bags with candy and a Look Card, Hand Cream sample or whatever samples have on hand. You can also add a \$10 gift certificate to be used at her appointment.)

In addition to receiving a gift from me, your customers will be able to register for a drawing for a \$\_\_\_\_\_ Pampering Basket of free Mary Kay Products. Many restaurants also like to offer a gift certificate for a free lunch or dinner along with our drawing. \_\_\_\_\_, We would love to do this Appreciation Promotion in your restaurant for your customers, does this sound good to you?



### After the Restaurant agrees to team up with you

Plan to go in about 11:00am, and set up an area near the entrance where you can have your pretty gift basket, individual "gifts" and entry forms. As people come in, greet them and ask if they are celebrating Administrative Professional's Day. If yes, present your gift and an entry form for the gift basket. If "no", let them know that they are still welcome to register for a chance to win a Mary Kay Pampering Basket. (If the restaurant is also offering a gift certificate, mention that as well.) They can fill out the entry form and drop off at your table when they leave.

### When you call to follow up with people who entered the drawing

**Optional: Text:** Hi, \_\_\_\_\_, Congratulations!! I wanted you to know your entry at the (Restaurant ) was drawn to receive a Complimentary Mary Kay Premier Pampering Package. Let me know a good time to call to arrange for you to receive your gift. (Your Name)

**Follow-up Call:** Hi, \_\_\_\_\_, this is \_\_\_\_\_, with Mary Kay. You may recall that you recently entered a drawing at the \_\_\_\_\_ restaurant. I'm calling to let you know that (winner's name) actually won our Gift Basket. \_\_\_\_\_, I'm excited to let you know that your name was drawn to receive one of our premier pampering packages. This package includes a complimentary powerhouse skin care treatment as well as a spa treatment for hands and lips. If you like, you can also receive a special new color makeover for Spring, again all complimentary. In addition I can give you up to three V.I.P. passes if you would like to include some friends. I'd love to schedule a mutually convenient time for us to get together for you to receive the Gift of the Pampering Package. What is usually best for you, the first of the week or the end of the week?