

BOOKING

New Year, New You!

MAKEOVERS

By: Melinda Mercedes Balling

This is a great incentive for your customers who love glamour/color cosmetics. Booking 6 hostesses with 5 at each party gives you a Power Start for January! You can use this incentive at anytime of the year... a New Look for Valentine's Day, Spring, Holidays, etc.

"Hi, _____, it's your Mary Kay beauty consultant! Happy New Year! I trust your holidays were great! _____, the reason I'm calling today is to give you a special gift for the New Year. Do you have a couple of minutes for me to tell you about what I have for you? Great! I want to set a time for us to get together so I can give you a new mineral color makeover for the New Year. We have some great new looks and wonderful colors. I'd love to help you create a sensational New Look for 20___. Can we set a time to get together and just play with making you even more beautiful!

(Set the date)

"Ok, _____, while I have you on the phone I want to let you also know that I have an assignment to get 30 opinions in January of our latest and greatest Anti-Aging products. For helping me achieve this goal I am also able to give 6 of my favorite customers (friends/family members) a custom compact filled with their choice of 3 eye shadows, 1 cheek color, applicators and a lip gloss or lipstick of her choice. The sleek, completely filled compact has a value of \$_____. Here's how it works. If you would be willing to ask some girlfriends to join us when we do your makeover, you could qualify for a completely filled compact. I would pamper them, give them a complimentary facial, Satin Hands & Satin Lips Treatment and simply ask for their opinion. _____, I'd love to partner up with you and create a win/win. You would be helping me complete my January assignment and at the same time receiving a filled compact with the colors you choose at your makeover... sound like fun?"

Once she agrees, explain that the compact and applicators are free when she book and holds as scheduled. For each person present she will get another item to put in the compact. Five people attending equals 3 eye shadows, 1 cheek color and her choice or a lipstick or lip gloss for a filled compact. Mention guests must be non-Mary Kay users and over 21 (or whatever your target market/age group is). To have 5 attending, be sure to coach her to invite 10, to insure full credit by having 5 at her party. You can arrive early to do the makeover for your hostess and do just skin care for the guests and book their second appointments offering the same incentive. Or you can give them basic color at the party and book their "customized color makeover" for their second appointment with friends.