



Holiday Girlfriend Pampering Gift Certificates

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"Hi, _____, it's _____, with Mary Kay. I am doing something special for my customers this year. I have 5 Holiday gift certificates that I would like to give you to give to 5 adult friends or family members, at no cost to you. This is one way I can say thank you for your business and at the same time allow you to give a gift of pampering to women you care about. (Optional: If you like you can also offer the following... "In addition, when they schedule their pampering session, they will also receive a \$10 gift certificate. Again, at no cost to you"). I'll be happy to drop by the certificates for you to mail or hand to them personally. I just need their names to put on the certificate (write on the back To: _____/From: _____). I can promise you your friends and family members will love the special pampering they will receive. Of course I also have a certificate for you so we can get together for a New Look for the New Year for you after the Holidays. _____, who can you think of that would appreciate receiving a Pampering Gift Certificate?" Give her a minute to think of the people she wants to "gift" with the certificate. Write down the names, and arrange to deliver or mail to her. Copy the attached certificate on card stock and be sure to write in your name and number on the front of the certificate. You can decide on the exp. date. I suggest no later than 2/28, I will be using 1/31.

Just imagine only 10 customers x 5 certificates gives you a potential of 50 new leads! Of course, the more the merrier. Not everyone will use their certificate (crazy, I know)...so get the numbers on your side :)

Note: Let your customer know that you will bring your Santa basket with special gift ideas for a sneak peek when you drop off the certificate. You KNOW you will be able to make some additional sales when she see all your very cool stuff :)

Remember to keep a notebook with the customer's name and her recipient. If you haven't heard from the person who was to receive the Pampering Gift Certificate by mid January, you can call your customer and just mention that the certificate hasn't been redeemed yet. Mention that you would like the number of her friend/family member to give her a call and let her know that you would still be happy to honor the certificate.

If you get voice mail, you can leave the following message: "Hi, _____, it's _____ your Mary Kay Beauty Consultant. Happy Holidays! I'm playing Santa's Helper today and I have 5 gift certificates for you to give away at absolutely no cost to you...call me back as soon as possible and I'll arrange to get them to you! You can reach me at _____."