

LEADS WHEN YOU KNOW NO ONE

The following is from Sandee Slouha, a consultant, and daughter of Red Jacket Karla Devereux. Sandee has such a giving heart. She recently met a consultant from out of town who was at the Mayo clinic there in Jacksonville, with her child, for treatments. Sandee brought her home to dinner and served as a great source of encouragement to her. She is truly a blessing to many! I am soooo glad she is in our unit! She is adopted by Margaret Gormley, where she has already made many new friends by being 100% supportive of her adopted unit. I asked Sandee to share how she is building "from scratch" in her new home. Here is her response.

Dear Jill:

As per our conversation last night here are some ideas for other consultants that may be having some blank thoughts when it comes to getting their business going in a new place.

This is my story and I am building it more each day, if you find that you are getting stuck please call me I often get the best ideas when I talk to someone else. I moved November 3rd, 2000 to the Jacksonville area. I did not know a soul and even though I had taught for 10 years I knew that I wanted something more so with just my husband's paycheck and lots of prayer and faith I jumped feet first into my business.

The first thing I did was let my daughters teachers know that I sold Mary Kay and if they needed anything I was more than happy to help. The next thing I did was ask my director for a director in the Jacksonville area then I made a promise to myself that I would never miss a meeting, then I wanted to meet people and get to know the area so I have done the following and so far so good:

1. Went to a coffee shop and began talking to the girls that work behind the counter (I have 20 new customers from there and the list grows..... go at east 3 times a week and be nice and friendly and just warm chatter and show that you like them and that hey you enjoy their company) once you have some what of an established rapport give them samples and ask them for leads.... In the month of December I made 600.00 in one week from the coffee shop.
2. I did this with all my samples and it has helped me get 5 new customers.... I went to Publix, our local grocery store and I went back to the Deli and asked the manger how many ladies worked there,,, then I went home and made little 17 bags and filled them with all the neutral sample I had. Then I went back and said that this was a little token of my appreciation for all the hard work they did and guess what I now have 5 ladies there that are new customers and I have them booked for classes.
3. Go to different clothing stores and ask if you can spend a Saturday giving samples.... most places will say yes. The only thing you get from their customers is their names and then you call and follow up and get sales. I did this and I have 10 new customers plus the girls that work in the store.....
4. Find community groups that meet once a week or month... like the Garden club, Mommy and me groups, Mothers that works at home group... (better yet start your own group in that aspect).
5. We all have invested in Tupperware and Pampered Chef... Talk to their consultants and see if you can do some customer trading.... you would be surprised.
6. Go to the mall and walk with some goodies in a purse and hand them out to prospective clients,,,, remember get name and number.
7. Any craft fairs that are around go and meet the people there...the beach..... restaurants anything that you know you may want to meet people...

8. Hospital I also found some new customers and all I did was give Satin Hands treatment to the cancer patient. I go in and I tell them that my grandfather passed away from cancer in 1994 and that this is my way of touching a life and making them feel better..... Some days I get 3 ladies other days none ... you just have to go with the flow.

Remember the worst they can say in NO,,,, but you know no just means not now, and if you go to a place of business you don't need to get there number immediately because you know you can always come back to that business and find them.

Don't get discouraged, I know it is hard but if you must have your pity party do it quickly and then sit and think HOW CAN I RE-BUILD WHAT JUST CRUMBLLED.... We all fail but the ones that fail and rebuild are now the red jackets, directors and National Sales directors..... and the way I look at it.... I have planted seeds all over and I will keep planting one day they will bloom. My business right now is a tight rose bud..... and I am it and taking care of it and one day it is just going to BLOOM... Like a real rose does.