

Get a TON of Referrals!!

(from Sr. Director Brenda Curry)

Yesterday I sent a warm chatter coupon to help get lots of appts. for makeovers in January. Now here's something to help you get LOTS of referrals from those appointments! I was talking with our Pacesetter **HOLLY JOHNSON**, Sunbury, OH, last week and she told me she had **400+ referrals** from her classes and makeovers to follow up with. I WAS SOME IMPRESSED! I asked what she was doing to get all those referrals.

At the end of Holly's class or makeover or trunk show or whatever selling appt. she holds, she tells everyone she has a very special gift for them that she will explain after she does their individual consultations. She conducts the consultations (in another room while they're having dessert) and then with everyone back at the table she shares a 5-Minute Marketing Plan and asks if anyone would like to take some information about our Company home with them. She gives them a Recruiting Packet with a brochure and a CD—could be the Choices CD or the Company Team-Building CD or whatever you like.

Then Holly says that the way we share our product is by our customers referring their friends to us, and we give very special **GIFTS** to women for referring their friends. She gives each person a "Referral List" (attached above) and tells them when they give her **10 referrals they get to choose ANY ONE GIFT from her basket.** (She has a basket on the table filled with previous PCP gifts or products that have been discontinued or samples of Hand Cream or Spa lotions that we can get off Section 2 of the order form. She has taken some of the previous PCP gifts that had several items in them & put them in her basket separately.) When they give her **20 referrals they get a \$25 Gift Certificate** to be used at their check-up facial, and when they give her **30 referrals they get a \$50 Gift Certificate** to be used at their check-up facial.

She tells them to grab their cell phone or telephone book and they can fill in their sheet as she gets the product put together that they purchased that night. Holly says it's amazing to watch the women grab their cell phones & start writing down names & numbers! And it obviously works since she has over 400 names to call!

Referrals from women we already know and who like us (!) are so much better than warm chatter or cold leads because we already have a relationship with the woman who gave us the name. When you call the referrals you could say something like:

"Hi Mary, you don't know me but a friend of yours _____ (the gal who referred her) gave me your name and suggested I give you a call. Do you have just a minute or are you right in the middle of doing something with your family? I'm _____'s Mary Kay Beauty Consultant and since SHE loves our product so much, she thought YOU might enjoy a special pampering session of your own AND _____ has made arrangements for you to receive a special GIFT at your pampering session just because she likes you! Isn't that great that she likes you that much? Have you ever had a pampering session with Mary Kay? Well what we do is get together for about 45 minutes to an hour, we do a skin analysis for you to determine what type of skin care you should be using to keep your skin soft and beautiful and young looking (!) and we take a look at some good colors that would show off your best features and make you look RADIANT. Doesn't that sound like fun? What does your schedule look like for the next few days? Would it be easier for you if we get together during the day or the evening?"

Once you get her booked, you can ask if she has a couple girlfriends who might like to join her for a pampering session...just tell her that you would love to pamper her friends also but only SHE will receive the special GIFT☺ For her gift you can give her anything you decide on—you could give an eye shadow or a discontinued lipstick or lip gloss or nail color of her choice or fill a pretty cello bag with several testers, a piece of candy & your business card—whatever you choose.

So now you're ready to BOOK, BOOK, BOOK for January! Something EXCITING is brewing for January, so you're going to want to be booked solid☺ Thank you

HOLLY for sharing this great idea. I just love it when we share and help each other build our businesses! Try Holly's Referral List idea and let me know what happens for YOU.