

FISH BOWLS AT SMALL BUSINESSES

Who to Target:

- *Small business owners**
- *Places that cater to women (ie tanning salons, nail salons, bridal boutique's, hair salons, floral shoppes)**
- *Businesses that are in the vicinity of where you want to market**
- *Businesses that you are a customer of**

What to say:

Ask for the owner and/or manager

“Hello! I am a customer of yours and I absolutely LOVE the _____ that you offer here. I love your service so much, that I would like to extend my appreciation by buying a gift certificate from you and offering it to some of your customers. You see, I am not only a great customer of yours, but I am also a Mary Kay beauty consultant! I have placed several fishbowls at other local businesses where the customers can enter to win a \$25 gift certificate to your store and also a FREE pampering session from me. I have had a great response to it, because it not only helps you with marketing your business, but it also helps me with getting new customers!! I know that your customers are going to love being offered the chance to win a \$25 gift certificate plus a FREE pampering session, who wouldn't love it?

When would be a good time for me to buy the gift certificate and drop off the fish bowl?”

What to say on fishbowl:

**“Enter to win a \$25 gift certificate to _____
and a FREE pampering session!”**

****Sponsored by _____ and Mary Kay cosmetics**

****All who enter are eligible for the free pampering session”**

Tips for gift certificates:

Tanning salon- “Enter to win 5 free tans!”

Floral shoppe- “Enter to win \$25 off your bridal bouquet!”

Or

“Enter to win 1/2 Dozen roses!”

Nail Salon- “Enter to win a Free Manicure!”

Hair Salon- “Enter to win a Free Haircut and Style!”

WHAT TO SAY WHEN YOU CALL YOUR WINNERS!

Leave the fishbowl up for around 3-4 weeks and then take it down. (You want to make sure the customers know it is a limited offer)

Pick up names and numbers once per week.

“Hello! Is _____ there? Hi _____!! I am so excited, because you entered to win a free pampering session at _____ and guess what, YOU WON!!

I am calling to, of course, congratulate you and to find out when would be a good time for you to redeem your FREE facial and Satin Hands treatment? Are weekdays or weekends better for you? Day or evening?

Great! I will be coming to you to make it as easy as possible for you to be pampered. And guess what _____?! When you share your facial with a couple of friends, it is a lot more fun and you will get FREE products!! Isn't that awesome? Is there anyone you know who deserves pampering too!

Great! I can't wait to meet them! I will see you on _____ at _____ and Congratulations again!”

*****Promptly send the prospect a reminder card congratulating them on their Free Pampering Session and thanking them for holding the appointment on the date scheduled.**