

Customer Appreciation Business Booking Script

Do this in person----DO NOT CALL!

You may call ahead to find out when the manager of owner will be there, but then it must be done in person. Also, call your Director to tell here where you are thinking of doing this so she can tell you whether that location already has a representative.

Hi, my name is _____ and I am a Beauty Consultant with Mary Kay. I wanted to offer your store one of my complimentary services, a customer appreciation day. What this entails is choosing a day where I come with 2 dozen roses to help you appreciate your customers. As they enter, I thank them for choosing _____ and offer each of them a big beautiful rose. They will also have a chance to enter to win a beautiful gift basket or gift certificate. It is such a great way for you to be able to show your customers how much you appreciate them without using one of your paid employees to do so. We have done this before at other locations and it is a huge hit with the customers. We've even heard them returning, asking where the rose lady is. Usually we like to do this during one of your busiest times. What would you say are your busiest hours? Great. I do have a _____ (Friday night) available on _____. Is there any reason why we couldn't do it then? Great. ***Pencil it in and let him know you will be there 15 minutes early to set up.***

Customer Appreciation Set Up

The person in charge of the night will provide all of the following: a small table (t.v. tray size) with the following on it: a vase of flowers, two clipboards with drawing slips on them, a small cloth to wipe the roses as you pull them out of the water, a frame with the customer appreciation flyer in it, and pens. Tell all those participating to bring their date books, and charge them according to how much you spent on the roses and the copies of the drawing slips.

Customer Appreciation Script (That Night)

Hi, welcome to Customer Appreciation night. _____ wants to thank you for your choosing us and all the ladies get a rose. You can also enter here to win a spa treatment and gift certificate. All you have to do is put your name and number her and we'll let you know how you did. ***(Hand them the card with a pen—they will grab it and start filling it out)***. Thank you and enjoy your _____ (dinner/shopping). When finished, leave a thank you note and gift for the owner or manager who allowed you to be there. This develops a good relationship between you and they may be open to you coming and doing this for them again. Then see the script on the how to book leads.