

## Process Beginning to End for Fabulous Referral Game

**WHEN TO PLAY THE GAME:** At the end of the party when they LIKE YOU! Do this before you put their lip gloss on so you still have their full attention. Keep in mind my personality type is a full "D" so I really have to pull out my "I" to play this game! Fake it till you make it right??

**PRIZE FOR GAME:** I use the gift with purchase and wrap it up really cute: In a colorful .50 bag from target and full of pretty tissue paper. I want it to look pretty so everyone wants it. (If it is a new consultant they could throw a couple of sample in there) Either way you are going to romance the bag so much it doesn't matter what's inside.

**SCRIPT AT PARTY:** "Ok we are going to play a really fun game now! What you need is your phone and this piece of paper and a pen. Now the winner of this game is going to get this Prize Immediately!!! Isn't that exciting?? (shake your head yes and smile) So what your gonna do is write as many names and numbers as you can out of your phone. I am looking for nice friendly women you would like to share this experience with. Now if you have mutual friends you have to claim your name and shout it out. They also have to be 18+. What this will look like is they will be a sent ONE text or phone call saying, "Hi \_\_\_\_\_, I know you dont know me but your friend Susie recently came to one of my Mary Kay parties and entered your name in a raffle to win \_\_ (free product amount of your choice) \_\_ and a pampering session with you and up to 6 girlfriends." If they dont respond I don't harass them and they never hear from me again. Ok so get your phones, you have 2 minutes and whoever has the most names and numbers when the time is up gets this prize!!!"

**- Don't actually time them...** start cleaning up and let them go at it to get as many names and numbers as possible. A couple minutes in a say I am at 30 seconds.

Than I ask them to write their name on the sheet (if it is not their customer profile). If they have a tie I have them put a star next to anyone that is 25 or older and whoever has more of those wins!

(\*\*\*The reason I don't use the back of the profile card is because I get so many more numbers by using this piece of paper.)

\*\*\*If you are a consultant who for the life of you can not get a party booked, you can do this with a makeover- maybe bribe her with a Dollar in Free Product per name she gives on the sheet. Let her know your goal of how many people you need to see this month and why so she wants to help you.

**STATS ON LEADS:** Everything is Mathematical NOT Magical. So the key is to be doing this at every party and having more numbers to work with. I would say 1 out of 10 books. 8 Ignore you. And 1 Says No. So just be consistent and your efforts will be blessed.

### **WHAT DO YOU DO WITH THE REFERRALS??**

I now text each referral the same message. MASS TEXTING DOES NOT WORK! MUST be personalized with their name. I ONLY text them unless they have circled to call them. If calling works better for you than do that. There are no right or wrongs.

### **My TEXT I Send:**

Hi Susie! I know you don't know me but, Sally Reed recently came to my Mary Kay Pampering Session, and she entered you into a raffle for \$ 20 in Free Product and a pampering session for you and up to 6 Girlfriends. Isn't that exciting. All we need to do now is figure out a date that works for the both of us! What is your availability?

### **TRACKING THE LEADS:**

Because I send so many of these texts out at once I have come up with a system of tracking them. Once someone has actually responded and is interested they go on my "Leads Tracking Sheet". I put the date I contacted them, their Name, Who Referred them, What I promised them for free and their phone number. If they tell me they need to look at their calendar and get back to me, I say... Ok Great... I will check in with you on this (Day) to see if you found something that works for you! I then log the date on the tracking sheet so Daily I can check the sheets and see who I currently need to follow up with. Now no one is falling through the cracks and my brain isn't going crazy trying to remember. I keep these leads in a binder.

### **BOOKING THEM:**

Once they have committed to a date I now transfer them to a Party Coaching Sheet! I let the host know if she can get me her guests names and

numbers by (DATE AND TIME usually 24-48 hrs) She can have a free lip gloss of her choice. (New consultant- Eye shadow or samples) I let her know that I am just going to text them to ask a few questions about their skin so I can be fully prepared for the party. This makes her not hesitant to give me their numbers! I write that date On the telephone coaching line so I can remember to follow up with her. I also send her an email:

**EMAIL TO WINNER:**

Subject- Mary Kay Winner Confirmation Email: that says:

Hi (Name of Recipient)!

Congratulations on winning a free pampering session and a \$ 20 gift certificate from MaryKay! I'm excited to see you and your girlfriends on (Date/Time of Party) .

If you can get me your guest names and numbers by (Guest List Date), you can choose a Mineral Eye Shadow color of your choice and I will bring it to you at your party. This way I can get their emails and ask them a couple questions about their skin so I am fully prepared for the appt.

I am going to attach so going to attach our new Mary Kay @ Play E Catalog to give you a chance to look at some of our fun new trendy products.

I have a couple of questions for you about your skin so that I can be fully prepared at the appt. If you could answer them and get back to me before your party on (QA Deadline 2 Days Before Party), that would be greatly appreciated.

- 1) Would you describe your skin as: Normal, Dry, Oily, or Combination?
- 2) How are you currently taking care of your skin?
- 3) Have you ever tried Mary Kay before? If so, how long ago?
- 4) If you could change one thing about your skin, what would you change?

Looking forward to hearing back from you!

I'm so excited for your Pampering Party! If you need to reschedule for any reason, please let me know ASAP so I can fill the time slot. Thanks!

Congrats again!

P.S. The pampering session takes about two hours (if you invite your girlfriends, and hour just for you), and includes a 3-step hand treatment, a 2-step lip treatment, and a do-it-yourself facial treatment using spa quality products! It's best for women 18+ and leaves your skin feeling soft, refreshed & beautiful! And finish it off with a fun color look!

\*\*\*Once I have sent her the email I check off Confirmation email sent.

### RECEIVING THE GUEST LIST:

When she gets me the guest list, I put their names and numbers on the Party Coaching sheet. I text them all and say:

"Hi my name is Brea, and I am the Mary Kay Beauty Consultant who will be pampering you at Sallys Party on (date and time). Can you please send me your email so I can ask you a few questions about your skin? Thx!"

Once I have the emails I write those down and send out an email:

### EMAIL TO GUESTS:

Subject: Mary Kay Pampering Session Confirmation- (Name of Host) Party

Hi,

Thanks for getting back to me so quickly! I am very excited to meet you on (Date of the Party) at (Name of Host) Mary Kay Pampering party.

I have a couple of questions for you about your skin so that I can be fully prepared at the appt. If you could answer them and get back to me before (day of party) that would be greatly appreciated.

1) Would you describe your skin as: Normal, Dry, Oily, or Combination?

2) How are you currently taking care of your skin?

3) Have you ever tried Mary Kay before? If so, how long ago?

4) If you could change one thing about your skin, what would you change?

Looking forward to hearing back from you!

Kindly,

Brea

### RECORD INFO ON PARTY COACHING SHEET:

As I start getting the information back I record it next to the information on the coaching sheet. I have now built a relationship with the person. Can show up to the party 20 min early and set up her tray according to her skin type. Text her the day or party again to say I am looking forward to meeting her. I barely have cancellations, and will sometimes bring special gift samples for the things they would like to change about their skin or make sure I hit those points in my skin care class!

It might sound like a lot of work, but it WORKS! And its organized and nothing falls through the cracks. Directors- I have an assistant that does this all for me!

Hope this helps

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