

HOW TO CALL REFERRALS:

**BOOKING REFERRALS FROM YOUR CUSTOMER PROFILE CARD:
(Sound excited and do 10 jumping jacks before you start dialing)**

Ladies sound professional - do not say ummm, do not hesitate, do not say the word "like", SMILE =) AND LOOK IN THE MIRROR DURING THE CALL

"Hi _____ this is _____ , (customer's name)'s friend and Mary Kay consultant. I met her at a facial pampering session and she has given you the Gift of Friendship which is a \$20 gift certificate and an awesome facial pampering session. Doesn't that sound wonderful? It's yours free as a special gift from (customer's name). The free pampering session includes a hand treatment, lip treatment, facial and color makeover and consultation.

How it works is I can come to your home or you are welcome to come to my home for your pampering session. Would a weeknight or weekend work best? (offer two choices till you schedule her)

GREAT! I'll send you a reminder notice in the mail for your scheduled pampering session. All I need is your address.

Now I have one more question for you? Do you know any women, who are burned out, stressed out, underappreciated, and under pampered? Great! They can receive a wonderful facial pampering session too along with you for free as well. PLUS it's always more fun to share with your friends...wouldn't you agree?

****If she says she wants to invite friends say, " You know what _____ I want make this super easy for you. If you would like I can put a super cute invitation in the mail to everyone you want to invite that will look like it came from you! All I need from you is the name, address and phone number of the girlfriends you would like to invite and I will do the rest. You can put that information in an email to me or I can give you a call back tomorrow for the information, which works best for you?"

If she is not home, leave this message:

"Hi (Susie) you don't know me but we have a mutual friend in common and her name is (Sara). I have a really neat reason I'm calling and a quick question for you. My # is (.....) and I'll be home for the rest of the day. I can't wait to hear from you!

Referral from long-time customer:

Hi _____. My name is Terri and I am a friend of _____(person who referred her). Am I catching you at a bad time? Great! Well (person who referred her) is a great friend and customer of mine that has enjoyed the products and benefits from a facial with Mary Kay. I asked her if she knew anyone who is over worked, over tired, over stressed and under pampered and do you know whose name she gave me? So the reason why I am calling is to find a time to pamper you because you obviously deserve it!

Here is how it works, I can come to your home or you are welcome to come to my home for your pampering session. You will also be getting a \$10 gift certificate too! Isn't that great? Would a weeknight or weekend work best? GREAT! I'll send you a reminder notice in the mail for your scheduled pampering session. All I need is your address.

Now I have one more question for you? Do you know any women, who are burned out, stressed out, underappreciated, and under pampered? Great! They can receive a wonderful facial pampering session to along with you for free as well. PLUS it's always more fun to share with your friends...wouldn't you agree?

I will make this soooo easy for you. I will put a super cute invitation in the mail to everyone you want to invite that will look like it came from you! All I need from you is the name, address and phone number of the girlfriends you would like to invite and I will do the rest. You can put that information in an email to me or I can give you a call back tomorrow for the information, which works best for you?

How to get Referrals from your current Customers:

Hi Abbie, it's Terezeja with Mary Kay. Do you have a quick minute? Great, I am calling today because I have a HUGE goal to grow my customer base by 100 new customers this Spring and I would love to get your help. If you would be so sweet to refer any family and friends that need pampering and would be willing to give me their opinion of Mary Kay products, I will give you 5% off for every name on your next order up to 10 names....that is 50% off! What I'm going to do is give her a call and tell her that you gave her a gift of a free pampering session and a \$20 gift certificate. The best part is that you don't pay anything....it comes from me. What do you say....do you have any friends that are over tired, over stressed and under pampered? Great, thanks!