

Professional Women Leads Dialogue

As with all dialogues, the key is to practice many times before you call.

Select 1 Grand Prize Winner:

“Hi _____ this is Heather calling and I met you the other day when we were honoring professional women with MK, do you remember me? Well, I have to ask, have you ever won anything before? (Pause) Well, you have now! I am excited to tell you that you are our Grand Prize Winner! What you have won is a gift certificate for some free M K products and a personal pampering session. I am also hoping that while I am there you might be kind enough to help me out with a before and after color portfolio that I am putting together for MK. I would do a before photo, introduce you to our new color, do an after photo and of course, have the appreciation gift for you. Do you have more time normally on a weeknight or weekend? (Give 2 choices then book and get address)

You know _____ it will probably be more fun if you have a few friends join you for your pampering session and it helps me to build my portfolio faster so if you have 3 or more friends I am eligible to add _____ to your gift certificate.”

Call the rest to say:

“Hi _____ this is Heather calling and I met you the other day when we were honoring professional women with MK, do you remember me? I wanted to call to give you the results of our drawing. You didn’t win our grand prize but I do have a consolation prize that I would love to give you. It includes is a gift certificate for some free MK products and a personal pampering session. I am also hoping that while I am there you might be kind enough to help me out with a before and after color portfolio that I am putting together for MK. I would do a before photo, introduce you to our new color, do an after photo and of course, have the appreciation gift for you. Do you have more time normally on a weeknight or weekend? (Give 2 choices then book and get address)

You know _____ it will probably be more fun if you have a few friends join you for your pampering session and it helps me to build my portfolio faster so if you have 3 or more friends I am eligible to add _____ to your gift certificate.”

The difference is that you have a larger gift certificate for the Grand Prize Winner.