

Referral Booking Strategy

1. Ask your guests for 10 names of friends who they would love to pamper with a "Secret Pal Pampering Package." Or, call ten customers or friends and ask for 10 names—that 100 new prospects!!

"Hi, this is _____ with Mary Kay. I'm calling because I have a 100 face challenge from my director. She told me to call the 10 sharpest women I know and ask for the names of ten people who you would love to give Pampering Package (or be willing to help me out with my color portfolio). I immediately thought of you because _____. They get a skin care and color consultation, and I'll give you a lipstick for helping me reach my challenge. Should I call you back or do you have your address book handy right now?"

2. Then, call your prospects:

" Hi, this is _____. You don't know me, but a _____ asked me to give you a call. _____ has a gift for you that she asked me to deliver to you and I'm calling to let you know what the includes. It includes a product gift certificate with Mary Kay Cosmetics along with a skin care analysis and color makeover. It takes about 45 minutes for the full consultation and I'm setting up my appointments for the next few weeks. Which would work better for you—an afternoon or an evening? (Offer 2 choices)

or

"Hi _____ this is Heather and you don't know me but your friend _____ asked me to give you a call, do you have a quick minute? The reason I am calling is that I am working on a company project, I teach skin care and color consultation by private appointment with MK cosmetics and the company has asked me to put together a before and after portfolio with our new color line and when I asked _____ if she knew of anyone that might be kind enough to help me out in exchange for a free gift, she suggested you. It is very easy, I am basically borrowing your face for about a half hour and I have a gift for you for your time and your help. Do you have usually have more time during an evening or the weekend? (Offer 2 choices)

3. After you've scheduled her facial, tell her

"You know, since you don't know me, you might have more fun sharing your pampering session with a friend or two. And, I'll tell you what, I'LL throw in an extra \$5 gift certificate for YOU per friend up to 3 friends. So, you could get an extra \$15 gift certificate in addition to what your friend has given you."

4. Coach the facial/class with a postcard and pre-profiling call.

5. You can also use this script with referral names from customers at the skin care class.