

HOLIDAY RESTAURANT PROMOTION

Valentine's Day * Professional Administrative Week * Mother's Day

SCHEDULE A RESTAURANT

Speak with the Manager. You may call in advance to research his or her name and title but DO NOT call during lunch or dinner rush times! I recommend before 11:00 am and between 2-4 pm. Use the following script:

“May I speak with _____ please? “Hi, my name is _____ and I’m a professional beauty consultant with Mary Kay Cosmetics”. We are expanding our successful Valentine’s Day (Mother’s Day, etc) promotion with selected restaurants in the area. I’d like to take a few minutes to tell you about it, is this a good time or would you prefer I come in for an appointment?

The promotion works like this: we are offering each of your female customers a FREE Mary Kay sample and a gift certificate worth \$10.00 of Mary Kay Product! As each woman enters your lobby she’ll be offered a chance to enter a drawing for an impressive Gift Basket valued at \$_____. The Basket will be given away that night and many restaurants are also including a complimentary dinner for two. Does this sound like something your Customers would appreciate?

Ask for his feedback—the restaurant may have a budget to share the cost of the samples don’t forget to ask. Repeat you are providing the \$10 certificates and gift basket at no cost to the restaurant.

CONDUCTING THE PROMOTION

Greet each woman customer with a smile “Good afternoon or evening, on behalf of name of restaurant and Mary Kay Cosmetics we have something special just for you! (hand her the certificate). This gift certificate is worth \$10.00 in free Mary Kay product and a complimentary skin care and glamour makeover! And when you fill out the stub you’ll be entered into our drawing for this beautiful gift basket. The winner will be drawn tonite and if you win we’ll give you a call. Just fill out the stub and drop it off before you leave, oh and be sure to check off any items you’d like to get free samples off during the year! When you return your stub we’ll have a free travel size hand cream just for you! Happy Valentine’s Day (or other holiday) from name of restaurant. Depending on her response and how busy the restaurant is you might ask is she is already on someones mailing list?

Or if she’s ever won anything? Or if she’s tried our products? Often

When there is a big wait at the restaurant, you can have great conversations, hand out your business cards or Look Books. You might make notes on the back of every entry form about her to remind you what she looks like, etc. This way you can personalize your follow up conversations.

FOLLOWING UP WITH LEADS

“Hello, may I speak with _____” This is _____ with Mary Kay and we met at the name of restaurant on (holiday). I’m calling to let you know that (name of basket winner) won our gift basket, but we did want to call you and give you the opportunity to schedule your complimentary skin care and glamour lesson and redeem your gift certificate. (continue with one of these lead ins or create your own).

Are you on anyone’s MK mailing list? I’d love to put you on mine. Or,

- Have you had a complimentary Mary Kay makeover recently?
- Have you had a chance to try our skin care or glamour line?
- We have a program where you could get \$50 in free products this month. Would that interest you? (Tell her about being your Hostess and inviting friends) or,

“We have several ways you can redeem your gift certificate”. We can schedule a private consultation or if you like, you can invite a few friends to join you. You and your guests will each receive a makeover and you, as the hostess will earn additional free merchandise! **WHICH WOULD YOU PREFER?**

- First of the week or last of the week?
- Mid-day or evening?
- Would 6:00 or 7:00 bet better? Etc.

If she seems uninterested at this time encourage her to to reedem her \$10 gift certificate buy shopping on line on your personal MK customer website. At least this way you can deliver to her and do your best to gain her trust and build rapport and book her for something then or Upsell additional items and develop a new customer.

After you’ve scheduled an appointment send a *pre-thank you note*, hostess brochure and a small sample. If you’ve booked a class send her a complete hostess packet.

Call one or two days before your appointment to explore what specific items she may be interested in from the brochure. Explain again how she can earn gifts for being a hostess. Remember to ask for directions and reconfirm your scheduled time.

Make a point to send thank you notes after your class. Include a few business cards and mention the highest compliment she can pay you is to refer you to her friends and family. Do this regardless if she buys a little or a lot.