

MK Easter Eggs = New Customers!

New Consultant, **Ileana Canales**, took the idea that was presented at Tuesday's Austin Training and implemented it!! Last night, while enjoying some crawfish at Sam's Boat, she brought her MK Easter Egg Basket. She booked one person with a date and time (on the spot) and picked-up another who wants to set up a facial! Yahoooooo! Just think how many MORE new customers and potential team members and LIVES you can change with this fun idea!

How to's

1. Set a goal: For example hand out 20 a day over the next 5 days (Easter is next weekend) That would be 100 new contacts. Of the 100...this is on the low-side: 20-40 will book and 10-20 will actually hold) See how "the numbers work"...this way you don't get frustrated or wonder "what's wrong"
2. Purchase those inexpensive plastic Easter Eggs and a basket and small pieces of candy (women LOVE chocolate) to put inside each egg
3. Stuff eggs with Candy and strip of paper that reads something like "You've won a Microdermabrasion Facial and Spring MakeOver for FREE with Mary Kay- valued at \$150!"
4. Keep in basket or easily accessible: your b-cards, pens, contact info card, new Look Books and \$10 Gift Card!
5. Take the basket everywhere you go! (you don't want the chocolate to melt) As people are friendly to you, curious, wearing pink, smile at you, provide good service, are wearing a cross....WHATEVER (you must play a game with your own mind to motivate you!) Offer them a chance to draw an Egg from your basket!
6. What to say "Today is your lucky day! Since you are wearing pink, or smiled at me or _____, you get to draw Egg from my basket" (people LOVE this!)
7. As they draw and see their prize, you say "Oh yes, that's a really good one!" (they may have questions about what it is, so just answer them) then say "OK, I need to give you my card (don't give them your card yet), do you have a card on you? (most of the time, they don't) OK, then all I need to do is get your contact info to schedule a good time..." Get her info, name, cell, email and then give her your card...To help assure the follow-up. Give her the \$10 gift card "Oh, and here's a gift card that you can use at your FREE facial and makeover)
8. YOU MUST follow-up with your new contacts with in 24 hrs or it was a "waste of your time"!
9. Follow-UP

If you booked her on the spot: "I am so excited about our appointment on, you are just gonna LOVE it. An incredible \$150 Spa Treatment for FREE, now ... I believe that everyone should get their skin care and color for free or at discount, would there be any reason why you wouldn't want to learn how? Be one of our very special hostesses and win up to \$160 of FREE product, wouldn't you just love \$160 of free stuff?" (go on to explain your program and follow up with your excellent coaching skills)

If you just got her contact info: "Hi _____, this is _____, ...if you recall we met yesterday at _____, I had the Easter Egg Basket filled with freebies and you won the fabulous MicroD Facial and Spring MakeOver for FREE!...ok, I'm looking at my calendar, so what works for you, during the week day or weekend? Morning, Afternoon? etc...."