

REFERRALS MADE EASY WITH THE BEAUTY OF FRIENDSHIP

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USING THE BEAUTY OF FRIENDSHIP AT YOUR FACIALS & PARTIES TO OBTAIN REFERRALS.

During the appointment give your guest/s a copy of the **Beauty of Friendship**. Use the following dialogue to explain how it works...."I am very excited to share with you a special promotion we are doing during the month of (current month). It's called the **Beauty of Friendship**. You are going to be able to select up to 9 women that you feel deserve to be pampered. They might be family members, friends, coworkers, neighbors...in short, any women you know over 20, that you would like to receive a gift of a complimentary facial, satin hands and satin lips treatment. You will be able to put her name in a box on this sheet. Oh, by the way, if you are one of those people who have a big family or lots of friends, (smile)... I won't limit you. You can turn your paper over and write on the back. You may want to grab your cell phone to get the numbers you need. If you don't have her number, write in her name and you can get the number to me later.

I will follow up and let those people you have selected to receive the gift know that you have arranged for her to receive a gift of a pampering session along with a certificate. By the way she will receive a gift certificate at no cost to you.* As a special thank you for the referral, you will also receive the color item in the box when I meet with her for her pampering session. Trust me, she will feel so special and flattered when I call to give her your gift and schedule a convenient time for her to receive a pampering session. If she already has a Beauty Consultant, we will give her the opportunity to pass on her gift and you will still receive credit for the referral." ...I typically give everyone a ticket for each name they give me. After I have collected the **Beauty of Friendship** forms, we have a drawing for a small door prize.

FOLLOWING UP WITH REFERRALS FROM THE BEAUTY OF FRIENDSHIP.

When you call the referral....

"Hi, _____, my name is _____. We haven't met yet, but your good friend (sister, daughter, etc) _____ is a very special client of mine. (Or, your good friend, sister, etc., gave me your name and number because she thought you deserved some special pampering). I am a skin care and color specialist with Mary Kay. _____ has arranged for you to have a special pampering session of a complimentary facial and Satin Hands & Satin Lips Treatment. She has also included a gift certificate* which you can use towards the purchase of anything in our product line. Your special pampering session takes about 45 min. I would love to go ahead and schedule a mutually convenient time for us to get together so you can receive your gift from _____. Which is usually best for you, daytime or evening?" **Schedule her first....** Then you can say:

" Oh! I don't want to forget to mention that you are welcome to invite a couple of friends to join you if you like... I'd be happy to give your friends a pampering session as well. Who do you know that you would like to include? I would love to add \$5 to your Gift Certificate for each friend you have that joins us."* If she does have people she'd like to include, get names and numbers and follow-up to invite them on her behalf (you can also pre-profile). If she doesn't choose to include friends, that's fine, you already have a date for her facial. Once she sees how much fun the appointment is, you can book a party with her from the facial when you do the Mineral Makeover (follow-up appointment).

*The gift certificate is optional. You may offer it or not. I give her a \$10 credit towards her purchase the day of the facial. When going over the product prices (sets), I say, "Remember you have a \$10 "gift Certificate" that you can apply towards any of these purchases."