

How and Where to Get Leads

There are three different ways you can get new leads~ First, by working with your current customers, second, from your skin care classes, and third, by stepping out of your comfort zone and meeting new people.

1. From your current customers

My suggestion to get new leads from your current customers is to use this analogy that I am going to share with you and then practice, practice, practice, saying it until you are comfortable with it and you are getting the results you want fast. The booking analogy for your current customers is broken down like this.

1. Enthusiasm (The tone in your voice) “Hi Jane”
2. Curiosity “I am so excited! This is Marni with Mary Kay...Do you have a quick minute?” (She is now wondering why you are excited)
3. Purpose “The reason I am calling is because our company just came out with {insert the newest product launch promotion} an amazing new product called Targeted-action eye revitalizer and Im offering {insert gift with purchase promotion here} for women who try this out and I immediately thought of you! I knew you would want to be one of my first customers to see it!
4. Specific Plan “I am in a Pacesetters Class working with my Future National as we are building a National Area...and my part is to conduct 10 appointments before the end of the month. Jane, you will make the difference! I really respect your opinion of our products and I know you have at least 3 girlfriends that are as open and honest as you. Here is what I would really appreciate you doing for me, if possible. I would be grateful if you could invite 3 or more of your friends to help me test market some of our awesome products by trying them and giving me their honest opinions.”
5. What’s in it for me. “As a special bonus to my first 10 hostesses, I am having a special drawing for a \$50 gift certificate you could use on your future purchases with me in addition to your regular hostess credit.”
6. Ask. “Is there any reason you wouldn’t want to invite a few friends to try these new products THIS month? (Give her a choice of your pink highlighted open times in your datebook) “Which is better for you...a Monday night, Wednesday night, or Saturday morning?” Great!
7. Confirm. Jane, if you had \$75 to spend on Mary Kay products for just \$25, what would you select? (Give her time to say some products. She is now owning the time you agreed on and this class is being confirmed in her mind) “So who are you going to invite? Which friends and family do you have in mind? (She will at this point rattle off a few names) Great! Well, thank you so much for booking

your class. I want you to know that I am in business for myself and I will be there rain or shine...and I will do everything I can to insure you the maximum hostess credit. I will be calling you in the future to get the names of your guests and directions. Thank you again for booking your class and being one of my star hostesses at this special time. I won't forget your support and belief in me!"

2. From your skin care classes

-Develop a hostess program that you get excited about. Some different hostess programs I recommend using are the 1/2 back program, free product, percentage off products, or whatever the current Mary Kay promotion is. The biggest thing to remember is that they always want to know what's in it for them. Find the need and give them a benefit.

-Mention booking a follow up facial at least 3 times during a class

-Individual closes are a MUST! Ask each person the following questions:

1. Did you have a good time tonight?

2. How does your skin feel? (Touch face)

3. What set would you love to take home with you and have in your own bathroom tonight?

4. Is there any reason why you wouldn't want to share your follow-up facial with a couple of friends?

If she says "I'm too busy" or "I don't have any friends," or gives a different objection, say, "Let me tell you how I handle my follow up facials. If you choose to share it with a couple of friends, I'll come to your home at your convenience or you can have it at my home. If you choose not to share it with a couple of friends, I offer second facials at my Success Meeting on Thursday nights at 6PM. What would be better for you, Thursday night at my Success Meeting or at your home or mine with a couple of friends?"

If she says, "Do I have to have a second facial?" You say, "No, you don't have to have one, but our products are guaranteed. That is why we recommend a second facial."

At this point, PAUSE. Don't say anything else. If she doesn't want a second facial, that is fine. You won't want to create a feeling of frustration in your customer. You want your customers for life. If she doesn't care to have a second facial, tell her that is not a problem at all. You will obviously still want to follow up with her and make sure she is happy with her products and continue to service her like a great beauty consultant would.

3. Stepping out of your comfort zone and meeting new people

Don't forget your business cards!

- Make sure you have up to date cards**
- You also might want to practice a presentation. How are you going to introduce yourself and offer your card? How are you going to make a positive impression?**
- Buy a nice business card case. Get one you'll want to show off.**
- Keep business cards everywhere-in your glove compartment, gym bag, desk drawer, coat pocket, and briefcase or purse. That way, you'll never have to say, "I don't have one with me right now."**
- To use business cards strategically, you need to plan. For example, you might decide to give out 1 card a day. You will be less likely to forget them if you have a plan.**

-God will put people in your path but you have to have the courage to open your mouth!

-This is one thing I do on an every day basis!

-Survey cards

-Gift certificates-Always use when tipping servers

-facial boxes-cafes, daycares

-join a networking group

-craft fairs-schools, bridal, mall)

Keep planting seeds all over and one day they will bloom. I know it may seem like your business right now is a tight rose bud. Take care of it and I promise you that one day it is just going to BLOOM...Just like a real rose does!