

# Follow-Up on Rose Restaurant PROMOTION!!

## FOLLOWING UP WITH LEADS

1. I always send an email first. The email message goes out immediately that night or first thing the next morning to let her know that she won. (See below for exactly what I email to my winners.)
2. Then within 24-48 hours of the email I follow up with a phone call. Here's what I say.....

“Hello, may I speak with \_\_\_\_\_? This is Jennifer Ondrako with Mary Kay and I'm calling on behalf of Wild Wings. I'm calling to let you know you were one of Wild Wings exclusive Ladies Night winners! AND....you won a fabulous Ultimate Girlfriend's Pampering Package for you and up to six friends. You also receive a Goody Bag filled with products and a shopping gift certificate and your friends will receive a smaller one.

Congratulations on your winnings...I'm so excited for you! Have you ever been pampered with Mary Kay before?

GREAT!! Now you can earn some freebies from me! If you share your appointment with 3 friends I'll give you \$50 free. If you share with 6 friends I'll give you \$100 free.

Awesome, you are about to be spoiled rotten with this fabulous Pampering Day that you get to share with up to 6 friends. All we need to do now is set up a date and time that works best for you!”

WHICH WOULD YOU PREFER?

A Week night, weekend or weekday?

Afternoon or evening

6:30pm or 7:00pm

*(Always give 2 choices until a confirmed or tentative appt is booked, never leave the call with her getting back to you, get something on the books)*

**If she doesn't answer, I will leave this information on her voicemail.**

“Hello, \_\_\_\_\_” This is Jennifer Ondrako with Mary Kay and I'm calling on behalf of Wild Wings. I'm calling to let you know you were one of Wild Wings exclusive Ladies Night winners! AND...you won a fabulous Ultimate Girlfriend's Pampering Package for you and up to six friends. Call me back at 704-350-5389 as soon as you get this so I can give you all the details on your winnings! Have a fabulous day and I look forward to hearing from you soon!”

3. Then get it on your datebook and proceed to COACHING that appointment to hold and be successful!

EMAIL TITLE: CONGRATS FROM WILD WINGS & MARY KAY!

## Congratulations!

Amy,

Thank you for entering the Lady's Night drawing at Wild Wings on Wednesday night, and CONGRATULATIONS! You were a winner from the drawing, and have WON an Ultimate Girlfriend's Pampering Package for you and up to six of your friends!

Here are the details on the package you have won:

We are so excited that you were one of the exclusive winners from the drawing we had! Wild Wings teams up with Mary Kay to spoil their clients with special prizes and events. **You have won an ultimate instructional facial pampering session for you and up to 6 of your girlfriends.** This is COMPLETELY free, no strings attached, and compliments of Wild Wings in Arsley.

What's included in your pampering package is a facial cleansing treatment, a microderabrasion treatment, vitamin C Serum treatment, a two-step lip softening treatment and a 3-step hand softening treatment.

As a part of your winnings, you will be receiving a Spa Goody Bag including free products and a shopping gift certificate, and your guests will each receive a smaller goody bag to enjoy as well.

The next available session will be in September. All we need to do is reserve your appointment time for the weekday or night or Saturday time slot that you select. **We book up very quickly, so I do need to hear back from you asap to reserve a spot for you and your guests. Please contact me via e-mail or on my direct line at [704-350-5389](tel:704-350-5389)** by no later than this Monday, August 29th in order to claim your winnings.

**Congratulations again, and I look forward to pampering you soon!**

**Dreaming BIG,**  
**Jen ☺**