

# October Booking

## HERE'S AN UNBELIEVEABLE WAY TO GET LEADS - PAINLESSLY!

I did something different today and what a blast I had! I teamed up with another Director and targeted businesses! Who wants to "stalk" people in malls right? Ok - here's what you do..... Get a nice "medium size" basket, and put together "sample" bags. The sample bags will include the following:

Cocoa packet, or tea  
several pieces of candy  
your business card  
one of the following: a Skin care sample (TW or Velocity), hand cream sample, or glamour sample. I had bags with both TW & Velocity.

In the plastic cellophane bags, place the cocoa (or tea), pieces of candy (don't be cheap on the candy) the sample card, business card and one of the samples. Tie it with a nice ribbon and place them in a basket. You want to make up 20-25 of these bags. If you go with someone, half of yours and half of hers goes in the basket and you take turns getting names. Also place in the basket, your blank information cards so you can grab one to have her fill out her name quickly. We targeted medical offices, business and "upscale" apartment leasing offices.

Here's the dialogue:

*"Hi, we're honoring Professional Business Women in the area today, and we know how hard you work so we'd like to give you a free gift".* Let them respond. (most will respond quickly and be excited - if they don't respond quickly - ask "when was the last time someone gave you a gift" - then proceed to the next line) In September, we'll be saying *"Hi, we're honoring Professional Business Women in the area today, letting them know about Breast Cancer Awareness month in October and we'd like to give you a free gift for all your hard work".* *"You can choose from a hand cream sample, skin care sample, or a glamour look sample - which would you like?"* *"Inside the bag is your sample, and a chance to enter into the sweepstakes with Mary Kay for \$10,000 cash. It has my website address on the card so you can go online & enter the sweepstakes. You will also be entered into a drawing for a Gift Certificate as well. If you don't mind, I'd love to get your opinion of the sample you picked. Is it ok if we exchange numbers?"* *"Great - if you could fill out this card with your name & phone # and the best time to call you in the next day or so. I'd like to know if you liked the consistency, how smooth it was to apply and how long it lasted. My card is in the bag. Thank you for allowing us to honor you today!"*

If she's not responding well and you think she won't give you her real phone number - look for body language & hesitation - tell her its ok, she doesn't have to try one and thank her. When this happened today - it only happened with one and we knew she wasn't going to give us her number. Sure enough, we called it when we got in the car and it was wrong. The second time we felt that, we immediately "took it away from her" by saying - its ok if you don't want to take the gift or try a sample - and we immediately turned to the woman standing next to her and talked to her. So the other girl didn't get a sample and I'm sure she felt left out but it was better than giving them and not getting good numbers. Sherry and I each got 7 leads and only 1 bad number out of 14 total leads. Now imagine if I had gone alone, I would have gotten 14 leads myself. But it was a blast to go with someone and I recommend it totally. We met some extremely sharp women.

