Placing facial boxes in different businesses will give you a great way to collect names to call potential customers to offer them facials and classes.

 There are many different options when putting together your “facial boxes”.  Be creative!  You can use bags, boxes, fish bowls, or baskets.

 You will want to place facial boxes in businesses where you will attract women who would like a free facial.  Some examples are: coffee shops, beauty salons, nail salons, doctor offices, florists, gift shops, day care centers, dry cleaners, dance studios, restaurants, etc.

 Getting permission from the business owner

You will want to approach desirable businesses (dressed professionally) and ask to speak with the business owner or manager.  You should have a facial box with you, as an example, and your business card to give to the manager or owner. You can also call the businesses in advance and ask to speak to the owner or manager. A great way to find local businesses in your area is to browse through the local monthly advertisers, JB dollar magazine, or monthly shopper magazines where local businesses place ads.

 Example dialog for business owner

Hi, may I speak to a manger or owner? Do you do promotions with local businesses? My name is \_\_\_\_\_\_\_\_\_\_\_\_\_ (shake his/her hand) and I am an Independent Beauty Consultant with Mary Kay Cosmetics. I frequent your business (saw your ad in the monthly advertiser, etc.) and would like to do a promotion with you to help support your business, and treat your current customers.

 I would like to purchase a gift certificate from your business and place this facial box in your establishment to give away a Mary Kay gift certificate along with your gift certificate—plus free facials/pampering sessions to everyone who signs up.

( I don't always purchase a gift certificate from the place. It just depends on the store owner or manager if I need to do that or not to establish a relationship)

 It doesn’t cost you anything, just counter space to place the box.  Would this be something that you would be willing to do?

Great!  Thank you so much—I am excited to be working with you and I appreciate this opportunity to grow my business in this area.

 You will want to assure the business owner that you will maintain the box and check on it once a week for the period of time they will allow you to have it there (usually a 2 week time period).  You should send or deliver a thank you note to the owner or manager and possibly give them a small MK product gift (hand cream or scented lotion).  The business may allow you to leave the facial box for a limited time, or continually (you could have drawings once per month).  If you find that you are not collecting many names, you may want to take the box out and revisit that business later in the future.

 Prior to calling each person entered

Read their facial request card to see which services they have checked off.  You also want to ask each person if they have tried Mary Kay products, and if so, are they currently being serviced by a beauty consultant.  If they are, then you will courteously refer them back to their consultant and thank them for their time.

 Dialogs for Contacting Winners

 Facial Box Grand Prize Winner Script

Hello, may I speak to \_\_\_\_\_\_\_\_?  Hi \_\_\_\_\_\_\_ , this is \_\_\_\_\_ with Mary Kay, you had entered a drawing at \_\_\_\_\_\_\_\_\_(place of business that facial box was at), do you have a quick minute? Great! (If not, when would be a better time to call?) I am calling to let you know that you are my grand prize winner! You have won a $10 gift card to \_\_\_\_\_   (place of business that facial box was at), and a complimentary facial for you and up to 5 friends, along with a $10 gift certificate to use at your appointment. Congratulations! I am also calling to set up a day and time to get together so we can redeem your prizes. Does week days, week nights or weekends work better for you for getting? I can come to your place, you can come to mine, or you can come to our MK studio in Livonia, which works best for you?

At your pampering session, we will be doing a satin hands & lips treatment, an anti-aging facial & a fun dash out the door look. Then you will get to redeem your gift certificate with me, and I will give you your gift card to \_\_\_\_\_(place of business that facial box was at).

Now, I will need some information regarding your skin so I can be prepared:

Is your skin normal to dry or combo to oily?

What are you currently using to take care of your skin?

Have you tried MK before?

What would you like to change about the appearance or condition of your skin?

How do you know about (place that facial box was at-or ask about favorite thing

there)

Once appointment is booked-say: You know, it is just as easy for me to do one face as it is to do three or four, and it is sometimes more fun with a few friends. Do you know a few ladies who would like to join in on your pampering session? Thank you in advance for your time and I am looking forward to treating you and helping you redeem your gift! See you at\_\_\_\_\_\_\_\_\_\_\_\_\_(time & location of appt) on \_\_\_\_\_\_\_\_\_\_\_\_\_(date of appt).

Facial Box Runner Up Winner Script

Hello, may I speak to \_\_\_\_\_\_\_\_\_ (runner up winner’s name)? Hi \_\_\_\_\_\_\_ (runner up winner’s name), this is Jennifer with Mary Kay, you had entered a drawing at \_\_\_\_\_\_\_\_\_\_\_\_\_ (place of business that facial box was at), do you have a quick minute? Great! (If not, when would be a better time to call?) I am calling to let you know that have been selected as one of my runner up winners! You have won a complimentary facial for you and up to 5 friends, along with a $10 gift certificate to use at your appointment. Congratulations! I am also calling to set up a day and time to get together so we can redeem your prizes. Does week days, week nights or weekends work better for you for getting together? I can come to your place, you can come to mine, or you can come to our MK studio in Livonia, which works best for you? Great!

At your pampering session, we will be doing a satin hands & lips treatment, an anti-aging facial & a fun dash out the door look. Then you will get redeem your gift certificate with me.

I need some information regarding your skin so I can be prepared:

Is your skin normal to dry or combo to oily?

What are you currently using to take care of your skin?

Have you tried MK before?

What would you like to change about the appearance or condition of your skin?

How do you know about (place that facial box was at-or ask about favorite thing

there)

Once appointment is booked-say: You know, it is just as easy for me to do one face as it is to do three or four, and it is sometimes more fun with a few friends. Do you know a few ladies who would like to join in on your pampering session? Thank you in advance for your time and I am looking forward to treating you and helping you redeem your gift! See you at\_\_\_\_\_\_\_\_\_\_\_\_\_(time & location of appt) on \_\_\_\_\_\_\_\_\_\_\_\_\_(date of appt).

 Leaving messages regarding winning

 This message is for\_\_\_\_\_\_\_.  My name is \_\_\_\_\_\_ and I’m an Independent Beauty consultant with Mary Kay cosmetics.

 I am calling to congratulate you for being a winner in the drawing that was held at \_\_\_\_\_\_\_\_\_!   Please call me back at \_\_\_\_\_\_\_\_\_ to set up a time to redeem your prize.   (Everyone is a winner, whether it is the two gift certificates or a facial and lesser MK prize).

 I also have. Text message that I use now.

Hi\_\_\_\_\_\_\_\_. Congratulations you are a winner of a Mary Kay gift certificate and pampering session for putting your name in the drawing. What's the best time and day to call you to give you all the details? Looking forward to chatting with you. Thanks your name and Mary Kay consultant

Supplies Needed

Facial Box Options:

Plastic fish bowl with ribbon or silk flowers-*see below for sample*

Gift bag with pretty ribbon

Your own box with pretty wrapping paper and ribbon

Attractively decorated basket

 Entry Form & Sign Ideas:

Pen tied to box with ribbon

Business cards displayed

*Entry form of your choice-*see below for sample

Advertisement sign on box-*see below for sample*

