

Girlfriend Thanksgiving Pampering Gift

Melinda Mercedes Balling

“Hi _____ this is _____ with Mary Kay! How are you? Do you have a quick minute for me to share something exciting with you? Great! In the Spirit of the Holidays I am doing something special this year. I am calling my favorite friends, family and customers with a special offer of 5 Pampering Gift Certificates to give to 5 women you really appreciate. So _____, I’m going to ask you to take a minute and think about up to five women who are friends or family members that you are really thankful to have in your life. _____. As I mentioned I have five Holiday Pampering Gift Certificates which I can present to those special women on your behalf. They will receive a complimentary beauty experience of a Satin Hands and Satin Lips treatment, anti-aging facial treatment and color consultation. In addition they will receive a Mary Kay gift certificate from you, which I will provide at no cost to you. So tell me _____, who immediately came to your mind?” *(Wait for her to speak and give her time. After she gives you the names, ask her what she really appreciates/values about the person.)*

Great, _____, all I need are their phone numbers so I can call them. I will let them know that you are one of my special customers, and you have arranged for her to receive a Thanksgiving pampering appointment and gift certificate because she is special to you. I promise I will really pamper her and she will feel wonderful and look beautiful!

Also, _____, I want you to know that I really appreciate you as a customer and my gift to you is a \$10 gift certificate for you to spend for each of these special women who schedules her pampering appointment. I’d also love to get together with you and give you an update facial and a new look for the Holidays. You deserve some pampering too! What’s better for you, next week or the following week?”

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If you have to leave a message: “Hi, _____, it’s _____ with Mary Kay. Sorry I missed you. You have been selected to receive 5 gifts which you can pass on to five special women in your life. This is a limited offer so I’d love for you to give me a quick call when you have a minute so I can give you the details. In the meantime please think of five women...friends or family that you would like to receive a gift at no cost to you. I can be reached at _____. Thanks and I look forward to hearing from you. Again, my number is _____.”

Text Message: You have been selected to receive 5 gifts which you can pass on to five special women in your life. This is a limited offer so give me a quick call so I can give you the details.

See page 2 for dialogue for “follow-up” call

Girlfriend Thanksgiving Pampering Gift Calling The Referral

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You may want to send a text before making the phone call. You could say! Hi, _____, Your wonderful (friend, mother-in-law, sister, etc.) has arranged for you to have a special gift of pampering. This is her Thanksgiving gift to you. I am her Mary Kay Beauty Consultant, when is a good time for me to call to give you the details? Your Name: _____

“Hi _____, this is _____ and we haven’t met, but (friend’s name who gave you the referral) has arranged for you to receive a special pre-Holida “Thank You” Gift. I am a beauty consultant with Mary Kay cosmetics and _____ wanted to thank you for being such a special woman in her life! She told me that you have (say what great things her friend shared with you about her). So as a special treat for you from her, she has arranged for you to receive a Pampering Session that includes Pampering appointment which includes a Spa Treatment for hands and lips, an anti-aging facial treatment, along with a gift certificate. Do you have just a minute for me to give you the details? Great!

_____, your pampering session is completely complimentary and you are welcome to invite a friend to join you if you like. We’ll do a skin care analysis to determine your skin type and appropriate products for your skin. You’ll receive a special anti-aging facial treatment, a spa treatment for your hands and lips. You’ll also have an opportunity to try a new look with our color products if you choose. I can help you create a fabulous new look for the upcoming Holidays . You are going to look fabulous; plus you will receive a gift certificate to use on anything you fall in love with at your session. Does that sound like fun? Great! If it’s ok, I’d just like to ask you a couple of questions before we set a mutually convenient date.

What type of skin do you have (normal, dry, combination to oily, acne prone)? Is there anything about your skin that you are particularly concerned about?

What is your makeup personality? What I mean is do you like to wear makeup, are you a minimalist, liking a natural look or are you a glamour girl who loves to play with color?

So _____, which works best for you... week days or weekends? Day time or evening? *(Set the date and location for the appointment.)*

Would you prefer I email or text you with the confirmation details. I’ll include my contact information as well. (confirm email or cell phone #) Great! I will give you a reminder call the day before your appointment and also see if you will have any guests with you. But if you have questions before then, feel free to contact me. Thanks so much and I’m looking forward to meeting you!”