

FISHBOWL FOLLOWUP SCRIPTS!

There's no reason you can't make EVERY name in your fishbowl "the winner". Be enthusiastic and excited when you call – no one wants to book with someone who's boring or not "sold" on the product herself!

"This is _____ with Mary Kay! Do you remember entering a drawing at _____ recently? Well I've drawn your name as the winner of \$25 in FREE Mary Kay products!! Isn't that great?! Have you ever used Mary Kay?"

YES: great! Are you using it now or has it been a while? What products did you like? Well it's really different than it was in the past, so I know you'll find something you really love.

NO: that's okay – I'll help you figure out what you'd like to have whether it's skin care, makeup, perfume, anti-aging products...whatever you like!

"Here's how I take care of my winners. We'll choose a good time to get together, and since I keep product on hand all the time, when I leave you should have everything you chose. That's good, isn't it! But let me see what you think about this... if you would have _____ people with you when we get together, I'll actually double your free product and give you \$50 worth free! Does that sound like something you'd be interested in for \$50 worth free? Great!"

(Look on her registration slip and see how many people she circled that she'd be willing to share her facial with and go with the smaller number. For example, if she circled 3-4 people, ask her to have 3 people over 18 with her to get the doubled amount.)

"Now you have a couple of options for when we get together. You can decide which format you prefer – you're queen for the day! You might want to have what we call a makeover night; that's where you'll get a new look put together by our makeup artist. He's done the Dixie Chicks, Kate Hudson, Cheryl Crow and some other big-name girls. He'll tell me exactly what colors you should be wearing based on your hair color, eye color, lip shape and size, and I'll have lots of tips on how to apply makeup. The other option you might want to choose is more of a Spa night. Do you know what MicroDermabrasion is? (if not) Well it's just amazing and people are really raving over it. The very first time you use it you'll have smaller pores, lines and wrinkles will be less noticeable, and your skin will be the softest it's ever been! Everyone loves it, whether they wear makeup or not. You'll also get a lip treatment and a hand treatment and everyone will leave with no makeup on, just really really soft, hydrated skin that looks fantastic. So which of those sounds more appealing to you and the people you'd have with you? Great! You'll love that. We'll have a great time." Ask her the first 4 questions on the Customer Profile Card so you can find out her skin type, what she's currently using, what her skin issues are, etc. If she's doing a makeover with you, ask about her skin tone, hair color, eye color, lip size so you can do her Create-a-Look on our intouch website.

"I'll drop you a book in the mail tomorrow so you can start looking around at what you might want to choose. _____, I will also want to get the names and numbers of the ones you'd like to have with you in a couple of days so I can ask them the same questions I asked you about their skin. That way they'll know I'll have things THEY want to try and they'll be excited about coming. That helps YOU get your extra free product! Plus it'll make our time together shorter."

"I can't wait to see you on _____ at _____! I'll bring a couple of door prizes too!"

IF SHE HAS INDICATED ON HER REGISTRATION SLIP THAT SHE ALREADY HAS A CONSULTANT:

"I've drawn your name as the winner of \$25 in FREE Mary Kay products!! Isn't that great?! Well I see on your slip that you already have a Mary Kay consultant. You know, she will NOT be happy with me giving you \$25 in free product when she's trying to service you! And I would never want to step on her toes. So if you have a relationship with that consultant and she's servicing you regularly and sends you catalogs and samples, then

we really shouldn't get together." Wait for her response! MOST of the time you'll find out she's bought some things several months ago but isn't being serviced. Or she's not pleased with the service because she has to wait too long, or maybe the consultant moved away or whatever. However, if she IS being serviced by someone, just thank her for entering your drawing and let HER be the one that wins the gift certificate to the store.

IF YOU HAVE TO LEAVE A MESSAGE:

"I'm calling for _____. This is _____ with Mary Kay and I'm calling because you entered a drawing at _____ and I've drawn your name as the winner of \$25 in free Mary Kay product! We just need to decide how to get together to choose what you want so give me a call back at _____ by tomorrow evening at 10:00 so I can let the store know I've got a winner. I can't wait to see what you choose for your free product! I look forward to hearing back from you soon. Bye!"

By putting a time limit on her calling you back, you will most often, but not always, get a call back because they don't want to miss out. If they don't call back by the deadline you gave, give them one more chance by calling the following day or so. If you still miss them, put the name aside and go back to it in several weeks. Let her know then that you've gone back through the people that weren't winners and have done another drawing.