

Secret Sister Pampering Script

Getting Referrals from the Skin Care Class:

Play the referral game at every skin care class & facial you do. If it is a class, give them 2 minutes to write down as many referrals as they can think of, with names and numbers of people who may enjoy a pampering session. Reward them for the referrals. I give them \$5 in product for 5 leads and \$10 for 10 (that way they don't stop at 7...they always push for more.) The one with the most gets the free product plus a prize from my prize box (a nail color, eye shadow, etc.) At facials and double facials, I don't make it a game, I just tell them the incentive for the referrals and still give them the 2 minutes to quickly write them down. I explain to everyone that I'm running a special this month and will give their referrals a \$15 gift certificate and a free facial. They get to decide if I tell their referral where I got their name or if they want it to be a "Secret Sister" gift. If they want it to be a secret, they write "secret" at the top of the profile. Everyone gives me names!

Calling your friends for referrals:

"Hi _____. This is _____. Do you have a quick minute?" (Wait for her response.) "As you know I have been building my Mary Kay business for the past _____ months. I've done a lot of thinking and reflecting lately and I've decided to start working toward earning a free Mary Kay car. I called my director and she has given me a challenge to call my friends and family and get referrals from them. For each referral you give me I will give you 1 dollar in free product. For 10 referrals I will give you \$15 in free product. And as for your referral I will give them a \$15 gift certificate and free facial as well. You can decide if I tell her the gift is from you or if you want it to be a "Secret Sister" gift. Is there any reason why you wouldn't be able to help me out?"

Calling the referral:

Hi _____. This is _____ with Mary Kay. Do you have a quick minute?" (Wait for her response.) "You don't know me, but we have a mutual friend who is a client of mine. She recently had a pampering session with me and thought you deserved to be pampered too. So she has given you a Secret Sister gift which includes a \$15 gift certificate with Mary Kay and pampering facial." (at this point I ask her if she has a consultant...then I move on.) "When would you like to get together for your facial & to pick out your free product? I have _____ and _____. What works best for you?"

"Because you don't know me you would probably feel more comfortable sharing your facial with a couple of friends, and I have an AWESOME hostess incentive right now. When you share your facial with 5 friends you get \$75 in product for \$25. That's \$50 FREE!! And with your gift certificate it makes \$90 for \$25. That's \$65 FREE!!"

(Ask her to email names, addresses and phone numbers so you can send out invites and pre-profile.)

Another incentive you can do to get her to bring friends is bump her gift certificate up by \$5 or \$10 per guest (21 or older, w/out an MK consultant). When she gets 5 or more guests, she gets an extra incredible prize on top of that! (I give the \$10 company hostess gift...the bag, mirror, makeup bags, etc.)