

PMS (Popcorn, Movie & Soda) Bags instructions

First off make a list of 10 sharp, professional, businesswomen that you know personally, know of, or have been given as a referral. Then you will prepare the PMS bags with a plain bag (can even be a Mary Kay bag) with a package of microwave popcorn, the Consider the Possibilities DVD from Mary Kay and a sode or bottled water, plus a few pieces of candy and the DVD survey that is also attached with this email.

Then when you are calling the person you are giving the PMS bag to this is what you are going to say:

Hello _____, this is _____ with Mary Kay and you probably do not know this, but I am (moving in management, building my unit, moving to the next level in Mary Kay, etc). I know this is something that you would never consider for yourself, which is fine, but I have been challenge to get the opinion of 30 sharp, professional business women of our company. I know this is nothing for you but would you be willing to help me by giving me your opinion. Great, I have a PMS bag (laugh a little) and explain what this entails and let her know that you need to drop this off to her within the next 24 hours.

Find out when would be a good time to drop it off.

Then let her know that just for helping she will be receiving a \$25 gift certificate for any Mary Kay of her choice and if her husband watches the DVD with her, you will double that to a \$50 gift certificate. Let her know that you will respect her feedback on our company since she is such a sharp, professional, business woman and thank her again for helping. Go back over the details of when you will be dropping the bag off to her.

Once you are leaving the PMS bag with her, it is **critical** that you let her know to complete the challenge you must visit back with her face to face within 48 hours of watching the DVD, so go ahead and set that appointment right when dropping off the bag, so that you are not playing phone tag and missing each other several times.

Now the real key to this is when you are face to face with her, this is your objective. This will be like an interview but more casual. Tell her that you will be completing 5 things: 1st to find out a little more about her, 2nd to tell her a little bit about you, 3rd to see what she thought about the DVD and our company (then ask for the survey), 4th to see if she has any questions on anything and lastly to see if Mary Kay is possibly an opportunity for her.

Then start going into this conversation, do not be surprised or disappointed if she says that this all sounds great, but she feels it is not something for her at this time. That is really what you were looking for, because you told her up front when asking for her opinion that this is probably nothing in the world for her, but the **key is this**: you leave that appointment with either a Yes I would like to try Mary Kay or referrals. So when she says this is nothing for me, you just smile and say - great, since you are such a sharp, professional business woman, you do you know that would be great in Mary Kay?

Once you have those referrals, you call them and tell that they do not know you, but _____, gave you her name and said that she was such a sharp, professional, business woman and that she felt she would be great in our business and you would like to visit with her and get her opinion of our company and then you can take her a PMS bag.

So the purpose is to get this PMS bag out to 30 women in one month and you do this by working the referrals that the original 10 ladies gave you.

Now as a bonus, when the ladies who said no to the opportunity, you book them for their **own private event** - a complimentary facial, with our great products. She will almost always agree to this and then you will have probably one of the most loyal customers ever, because she already knows about our business plan, the structure of our company and now she loves the products.

Happy Recruiting!!! **It's in the Bag** for each of you I know!