

Thanksgiving Pampering Gift

Melinda Mercedes Balling

Adapted from Renee Motyka's "Thanks-Giving" Appointments

"Hi _____ this is _____ with Mary Kay! How are you? Do you have a quick minute for me to share something exciting with you? Great! I was thinking of special people I am thankful for and I immediately thought of you because... *(sincere complement, you are so thoughtful, kind, considerate)*. Since November is traditionally all about being thankful, we have decided to allow our favorite customers to honor the special women in their lives by telling them "Thank You" in a special way. So _____, I'm going to ask you to put your thinking cap on and think about up to five friends or family members that you are really thankful to have in your life. _____, the reason I'm asking is because I have five Thanksgiving Pampering Gift Certificates which I can present to those special women on your behalf. They will receive a complimentary facial, Satin Hands and Satin Lips 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 this 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 your friends 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 _____."

See page 2 for dialogue for "follow-up" call

Thanksgiving Pampering Gift Calling The Referral :

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Adapted from Booking Thanksgiving Referrals from
Renee Motyka & Dynetta Minter

“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 Thanksgiving 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 complimentary facial, Satin Hands and Satin Lips treatment and A color consultation 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 able 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 facial, Satin Hands and Satin Lips treatment. 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 get 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 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?

What type of skin do you have (normal, dry, combination to oily, acne prone)?

So _____, what works best for you... Week days or weekends? Daytime or evening? *(Set the date and location for the appointment.)*

Do you have an email address where I can send you the details? I’ll include my contact information and a description of what we will do. I just ask that you respond to the email so I know that I got the correct email address for you.

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!”