



CUSTOMER APPRECIATIONS

Purpose: To build relationships with local businesses in your community by providing a free service of greeting and welcoming customers & providing a token of appreciation. In addition to gaining new customers and leads by raffling Mary Kay product and/or services and something from the local business (discretionary to each Independent Beauty Consultant).

Who: Local Restaurants & Retail Stores, but not limited to “chain” businesses. Recommended to begin with places that you are a frequent patron.

Asking the Manager: Hi, My name is Meagan Lee, I’m an Independent Beauty Consultant with Mary Kay. How’re you today?..... Great! I won’t keep you long, but the reason for my visit is that we are partnering up with local businesses to do customer appreciations in the month of January for _____! This doesn’t require any purchase from you, we just work out a time for us to set up in front of the store and greet customers as they come in on behalf of the store management and each female patron will receive a goodie bag! We will also have a prize drawing contest that they will be able to enter & we can work out the details of what that will include! Does that sound like something you would be interested in doing?.... GREAT!.... What is typically your busiest time during the week? (Then go from there!)

When:

- **Restaurants:** Friday & Saturday Evening & Sunday after church
- **Retail Stores:** Saturday & Sunday Afternoon
- **Starbucks & Coffee Shops:** Saturday & Sunday Mornings

Follow Up W/ Business:

- **Once the date is set call 2-4 days (contingent upon how quickly you booked it) ahead of time to confirm.**
- **Ask for the manager that you spoke with originally & make sure they are going to be the manager on duty when you plan to be there. If they are not, ask for the manager & their contact info who will be.**

Event:

- **Wear your Mary Kay Beauty Coat with MK Name Tag. Or other appropriate dress according to the time and type of establishment.**

- Arrive 30 min ahead of time, seek out the manager to let them know you are here, and give them a gift of some sort as a Thank You.
- What To Bring:
 - Small Table (if they do not have one to provide)
 - MK Banner (If you have one)
 - 1 bucket with Goodie Bags to hand out
 - Pens: (We put flowers on ours so they don't walk away)
 - Clipboards W/ Multiple Copies of the prize contest form
 - 1 Charger w/ a FEW products (I prefer a few fragrances & Hand Creams)
 - Catalogs to display
 - 1 Vase or Bucket to put the completed cards in
- Goodie Bags:
 - 1 Business Card (unless you are doing it with another consultant)
 - 1-2 Samples
 - 1 -2 pieces of candy
 - Optional: "gift certificate"



Observations:

- If you are doing it with another consultant, at the end of the night just split up the leads evenly.
 - You don't want to put biz cards in, because if they have the other consultant's business card & you are calling, it's confusing!
- Be **BOLD**, as soon as they walk if say hello and let them know what you are doing, say "everyone is filling out this short card of information to enter our prize drawing, you won't be spammed, only call or text if you're a winner" and hand them the clip board.
- Do not ask, tell.
- If you are doing a retail store, I have them fill it out and then hand a goodie bag on the way out and say "thank you for stopping in today".

- If I am doing a restaurant, I give them a goodie bag after they've completed the form.
 - I've given out too many bags to people whose number I never received.
- Keep your table SIMPLE.



Follow Up W/ Guests:

Pull 1 prizewinner and let them know whatever it is you chose as the GRAND PRIZE. This will also include a deluxe pampering session (see below)

Everyone Else:

Text:

Hi Wendy, This is Meagan Lee with Mary Kay and I met you at Langford Market. ☺ I wanted to let you know that you were one of our prizewinners for the contest you entered! Congrats!! You won a deluxe pampering session that comes with a gift certificate. What works best for your pampering session, a weekday or weekend?

What's in the deluxe pampering session?

I'm glad you asked, you can invite up to 5 girlfriends to join you totally free, you will get a facial with our skin care line as well as a Microdermabrasion Treatment. I won't let you leave naked faced, so I'll have a few of our cosmetics on hand that you can try! What works best for you weekend or weekday?

What's the gift certificate?

***This is your discretion**



Name: _____

Phone: _____

Do you prefer a: _____ phone call or _____ text?

E-mail: _____

Age: 18to25 26to50 51+

Do you use a skin care system? No Yes

Brand _____

Which of the following would interest you?

____ Facial & Microdermabrasion Treatment

____ Customized Color Consultation

____ New Product Test Panel

I would like more information about:

____ Earning some fun money with Mary Kay (18+)

____ Leadership & Management Position w/ MK (18+)



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