

# BOOKING RESTAURANTS FOR ADMINISTRATIVE PROFESSIONAL'S DAY

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## Script to call Restaurant:

Hello, this is \_\_\_\_\_, may I ask the name of your manager? (get the name). Is he/she in right now? Great, I'd like to speak with \_\_\_\_\_. When you get the manager:

Hi, \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay Cosmetics. I'm calling you today because we love to team up with restaurants to support your customers who are recognizing their employees for Administrative Professional's Day. You may be aware that Wednesday, April 22, is Administrative Professional's Day. Of course, employers will be taking their employees out to lunch throughout the week. We are selecting some of our favorite restaurants in the \_\_\_\_\_ area and your restaurant was definitely listed as a favorite. \_\_\_\_\_, here's how our service works. We would like to come into your restaurant and present a special gift for Administrative Professionals. (Note: this could be a pink carnation available from Sam's or Cosco or goodie bags with candy and a Look Card, Hand Cream sample or whatever samples have on hand. You can also add a \$10 gift certificate to be used at her appointment.) In addition to receiving a gift from me, your customers will be able to register for a drawing for a \$\_\_\_ Pampering Basket of free Mary Kay Products. Many restaurants also like to offer a gift certificate for a free lunch or dinner along with our drawing. \_\_\_\_\_, We would love to do this Appreciation Promotion in your restaurant for your customers, does this sound good to you?

## After the restaurant agrees to team up with you:

Plan to go in about 11:30am, and set up an area near the entrance where you can have your pretty gift basket, individual "gifts" and entry forms. As people come in, greet them and ask if they are celebrating Administrative Professional's Day. If yes, present your gift and an entry form for the gift basket. If "no", let them know that they are still welcome to register for a chance to win a Mary Kay Pampering Basket. (If the restaurant is also offering a gift certificate, mention that as well.) They can fill out the entry form and drop off at the table when they leave.

## When you call to follow up with people who entered the drawing:

Hi, \_\_\_\_\_, this is \_\_\_\_\_, with Mary Kay. You may recall that you recently entered a drawing at the \_\_\_\_\_ restaurant. I'm calling to let you know that (winner's name) actually won our Gift Basket. \_\_\_\_\_, although your name wasn't drawn for the Gift Basket, you did win a pampering appointment. This appointment includes a complimentary facial, satin hands pampering treatment, and if you like, a color consultation & makeover for Spring. Although the appointment is complimentary you will be able to use the gift certificate you received from me at the Restaurant (if you are using the certificate). I'd love to schedule a mutually convenient time for us to get together. What is usually best for you, the first of the week or the end of the week? Note: of course you will not be calling those people who indicated they already have a beauty consultant.