

How to get Referrals

Getting names at every appointment is an essential part of working full circle. By getting referrals from your customers, you will always have names to call for bookings! In my experience, just getting a name, calling them and saying “Hi Susie!, this is Jody with Mary Kay and I was calling because Lisa gave me your name for a free facial.” The responses I have gotten have little to no enthusiasm. The gift certificate idea turns getting a name into giving a gift.

At the end of my table close, I get out my notebook and basket of samples and say...

“I am doing something special for my customers. I am letting each of you give away 5 gift certificates! The gift certificates are on me, that is why you can only give away a maximum of 5 gift certificates. They are for \$10 and they also get a spring/summer/fall/winter make-over to go with it! They must be over 18 and someone who lives around here. You write in my notebook their name, number and a note about why you love them or why they are special to you. Sign your name at the bottom and the rest is up to me! For each gift certificate you give away, you get a prize out of my basket!”

I then leave the table to do the individual close with the guests. Be sure to ask them how many gift certificates they gave away and if they forgot, encourage them to do it. If they can't think of anyone suggest possible people (a great neighbor, sister, etc.).

If you are concerned about the cost of the \$10 gift certificate, which costs you \$5 wholesale, then offer a goodie bag instead. This could be a bag of samples that may or may not include a gift certificate.

Booking the Referral

Hi _____ this is _____. You don't know me, but we have a mutual friend in _____, do you have a minute? Great! I am _____'s Mary Kay consultant, and when I saw her yesterday, she wanted to do something special for you so she got you a \$10 gift certificate. Isn't that great?! She wrote a special note on it. Do you want me to read it to you? She also got you a spring/summer/fall/winter make-over to go with it! There is no obligation, _____ just wanted to do something nice for you! Your make-over will take about an hour and you can blow your \$10 gift certificate on whatever you want! Which is better for you, the beginning of the week or the end of the week?" Set the date.

Then to turn the facial into a party, say...

“_____, there is a special this month, would you like to know what it is?" Women always want to know what the special is! “This month, if you have 3 guests over 18 that I don't know, you get \$80 in product for only \$40! Then, instead of \$10 FREE, you'd get \$50 FREE!”

The referral will either say “Yes!” book her! If she say “No” you respond “that's okay, I'm coming especially for you!” If she says nothing at all, you say “whatever you decide is fine with me. I'm coming especially for you.”