

10 WAYS TO GENERATE NEW CONTACTS

1. **Bridal Stores** – offer to contact their buying brides to offer them a free facial on behalf of the shop. Offer to do their PR, free of charge, by calling the bride and sending a thank you card, all on behalf of the shop. Facial only the bride but ask her to bring along her mother and mother-in-law (they will be in the spending mode and will most likely buy her some skin care).
2. **Existing Customers** – Offer your Preferred Customers an incentive (special gift - % off next order – gift certificate) for each new lead that completes a full microdermabrasion facial.
3. **Fish Bowls** – Position yourself to get business where you give business (e.g.nail and hair salon, cleaners, restaurants, day care, boutiques). Include other businesses in your home and work community (e.g. apartment complexes, adult care homes). Ask if you can place a fish bowl at their counter for a drawing! “Sign up to win a Complimentary Mary Kay Microdermabrasion Facial w/ \$10 Gift Certificate!” But let EVERYONE win! Boutiques – Fish Bowl w/ a drawing for a Mary Kay Microdermabrasion Facial w/ \$10 Gift but of course everyone wins BUT so the business supports YOU – also have a once a month drawing for a \$20 gift certificate from the store on your behalf! Daycares – offer the owner to gift each of her customers with a Mary Kay Microdermabrasion Facial w/ \$10 Gift at ZERO cost to her!
4. **Skin Care Surveys** – see handout
5. **Facial in a Bag** – see handout
6. **Customer Referral Scavenger Hunt** – see handout
7. **Customer Profiles** – THE COMPANY DOES IT FOR US! YOU just have to remember to ask! Are you afraid to ask for names on the back of your profiles? Make it a game! Use tickets and they get a ticket for every name and number they write down. Then draw one ticket & they receive a special gift (hand cream, \$5 off order, etc.) I actually just use this as the end way to rack up tickets as I play the ticket game for asking questions about my business throughout the entire class!
8. **Booth Events** – This is a fabulous way to get many new referrals based on women taking the initiative to “enter to win” for a gift drawing and opportunity for their pampering session. For example, bridal fairs, annual cook-off fairs, church and women’s conferences, health and wealth conferences, job fairs, etc.
9. **Warm Chatter** – While you’re out and about living your life and seeing people everyday. A great habit to form is to bless 5 women a day with a gift of your card offer for a FREE pampering event. You can also add a product sample.
10. **Makeover Brunch** - Saturday morning 10-12. Bake a simple egg casserole and had a plate of fruit, OJ and coffee. To approach women, use gift certificates and say "Hi, I'm _____. I've challenged myself to meet 10 new friends a day! Your number 4! I also own a Mary Kay Business and I'd love to give you this gift certificate. It will allow us to spend some time together getting to know each other. I'm also having a pampering brunch on Saturday Morning for all of my new friends. Here is your invitation. I am looking forward to seeing you there!"

Mary Kay Ash often said, “Never give up. Though many times adversity surrounds you, never give up! So sometimes you are temporarily stopped or stymied, never give up. Success is just around the corner for the person who refuses to quit. Yes, it takes courage to ask that tenth person to book or join your team when nine have said no. Keep on asking. When someone finally says yes to you, you will not be able to wait to ask the next person. That’s how success inspires you.”