

Finding new customers :

1. Referrals

The BEST source of new business is from people who already sing your praises! This is why we play the cell phone game at classes, facials and plant the seed for others to share what they have just enjoyed. Of course others are close to you to...friends, family, coworkers, teachers, neighbors, fellow volunteers and hobbyists...the list goes on.

Honestly, you know a lot of people...you just don't really know them like they would drop everything to help you know them. (No one else has many of those either.) So the key here is to ASK for referrals and REWARD for referrals. I give handfuls of cards out to these very happy, connected or loyal supporters and give them a kick back of 10% of the purchase when the referral buys. Help them help you!

2. Events/Opportunities:

All around the cities and towns you live in are events: Relay for Life, association meetings, craft shows, garden clubs, trade shows, church bazaars, fundraisers, moms day outs...the lists are endless! Many of these need speakers or representatives to attract people to their meetings, events, or help them raise money/awareness. Some you have a table and sign up sheet, put out some product to display, a drawing for free product/gift basket...no sales allowed. Some cost money, like Homerama, some are free like the women's event at a church. Some don't even know they need a service, but you'll plant a seed of an idea and they'll latch on to it...like an Image workshop in a real estate office and off you go!

You represent image, fashion, marketing, health and wellness, stress relief, re-inventing yourself, being budget conscious, being green...what's your passion? Where are your strengths? That's your angle.

3. Lead lists:

This is cold-calling essentially. Names and phone numbers are listed and you call because everyone needs pampering sessions/glamour makeovers. The most popular lead list in Mary Kay is the David's Bridal list. These women have a special event they want to look great for and you come calling.

Boutiques, gyms, diet centers and other stores and organizations collect customer information that you may be able to use. The key here is research and you can connect with small businesses you already know and love. Build a rapport with the owner/manager and if you believe in their services you might have an opportunity to cross market your businesses. Be very careful before purchasing any lists and sharing information. DO YOUR HOMEWORK! Phone numbers and good quality leads are essential to the success of this technique.

4. Facial Boxes:

The company has designed new facial boxes. They are simple, beautiful and professional. You can set these up anywhere your business is welcome: nail salon, restaurants, hair salon, boutiques, events and booths, clubhouses, trade shows...

The key with this is to have 5-10 in place around town so that you have plenty of opportunities to find which ones work and which ones don't. You will get some that are overflowing, some that trickle and some that are duds. Spread them around and check in with them weekly. Special note: treat the manager/owners to a pamper session and some treats so they are personally referring customers to enter their information. Also note the clientele...make sure its the type you want to attract!

5. Warm chatting

This is meeting people face to face and warming them up to offer your card and services. I usually invite women to be my model to get their opinion of our products. To be effective I ask them to jot down their name and phone number so I can follow up on the date we have just chatted about.

I have also Celebrated Women. I will go into offices, hospitals, schools...and gift the women with candy or flowers and enter them to win a drawing for a pampering gift set. I just walk in to the buildings that say "no soliciting" because I am not selling, I am giving! I don't wear any MK pins or uniform. I look super sharp and wear a big smile with a basket on my arm full of goodies, info stubs and pens. I do not have any of my cards with me...I am gathering info only. You feel like Santa Claus and this can become addictive! I love dentist and drs offices on a day the dr's out...they call EVERYONE up front to see me and create a fun frenzy! My favorite days to do this is Thursday afternoons and Friday mid morning, early afternoon. I also collect their office cards while there so I get day and evening numbers to reach them.

Key: when doing this PRACTICE. PRACTICE. PRACTICE. It really doesn't come naturally to anyone at first...chatting yes, but chatting to get info back...not so much. Write a description of them on the card after meeting so you remember who they are. On Celebrating Women day attention to detail is particularly important!