

I walk in and ask to speak to the owner or manager

"Hi my name is Heather and I'm a small business owner in \_\_\_\_\_(the town or area) and I'm partnering with a few local restaurants on a marketing and public relations campaign. It's called Ladies Day and on a particular day that you choose maybe a Wednesday, each lady that comes in will get a long stem rose thanking them for coming into \_\_\_\_\_(the restaurant) and I will also be giving away a Spa Basket each week to one lucky winner.(you may offer a gift certificate to the restaurant if you think you need to) It's free--it doesn't cost you a thing, I provide the roses and it's a great way to thank your clients for coming in and create a special memory in their mind of your restaurant. Is there any reason why you wouldn't want to participate in this great program?"

They may ask "what's in it for you?"

Tell them you are building a Mary Kay business in the area and it's a great networking opportunity for you.

On Wednesday's and Sunday's I'm there at 11:30am and I'm usually out of roses by 1pm. I buy 4 dozen at Sam's club for \$30 each day. You are done once your roses run out—sometimes I'm out within an hour. It's great to do it during the week and on the weekend—two different crowds of people.