

Following Up after Mailing These Letters

When you call, here is a script to use.

"Good Morning...May I speak with _____. Hello Mr. or Mrs. _____ this is _____. I am an Independent Beauty Consultant with Mary Kay and I am calling to make sure you received my letter? Great!"

(If he/she did not get the letter or do not remember it than say, "Well that is OK, let me quickly tell you about it".)

"This Holiday Season I am offering businesses in your area my executive gift-giving service for your special clients and employees. Depending on your needs, I have specialized gifts priced from \$10 to \$50 or more, and I will gift-wrap and deliver them for you at no extra charge! I also have a special gift for you with any purchase of \$50 or more. It will take about 10 minutes for me to show you a variety of fabulous gift ideas and I can do that for you at the beginning or the end of this week. Which would be better for you?"

Give 2 positive options until date and time is booked!!

WORKING THROUGH OBJECTIONS:

OBJECTION: "We only give bonuses."

REPLY: "Great! I know your employees truly appreciate that. You know, _____, I believe that when you give a small personal gift along with a bonus, that person thinks of you every time she or he uses it. You can get so much more goodwill out of your bonus and gift together! Is there any reason why we couldn't get together this week and spend just 10 minutes looking at our gift ideas? It won't cost you a cent to look, and I guarantee you'll be glad you did!"

OBJECTION: "Gifts are too personal."

REPLY: "I know exactly how you feel. I've felt like that myself, but I found that people love a personal item. By the way, do your employees work with your clients? We also provide free classes on having a professional image, which will help them, represent your business the way you want them to. Would you be interested in that service as well? Why don't we schedule a 10 minute appointment for this week or next and let me explain my gift-buying ideas and the other services I can offer. Those 10 minutes may solve more than one problem for you!"