

## **Follow-up, Follow-up, Follow-up....the KEY to your Scavenger Hunt Success!!!**

### **For the winner:**

"Hi Mary, this is \_\_\_\_\_. Do you have a quick minute?" \_\_\_\_\_ "Great! Do you remember the drawing you entered for the free product for MK? \_\_\_\_\_ You are the grand prize winner! Isn't that exciting? We just need to schedule your pamper session so we can playin all the new spring products & then select your goodies! The best part about this is that you get to custom design your prize! When is better for you \_\_\_\_\_ or \_\_\_\_\_? **(Set the time & then add):**

Mary, remember when I shared with you that we are celebrating Mary Kay's Birthday? \_\_\_\_\_ The company has challenged me to test market our newest products on 30 women this month in honor of Mary Kay's birthday. I am donating a portion of my profits to the MKACF in honor of breast cancer research! Is there any reason you wouldn't want to share your pamper session with a few friends? It's more fun & it would really help me out. Can you think of a few friends that may want to join you? \_\_\_\_\_ Great! **(The Grand Prize is ONLY awarded at a free makeover.)**

**When calling the other names, say:** ". \_\_\_\_\_ this is \_\_\_\_\_ with Mary Kay Cosmetics. I met you when I was handing out Easter eggs on Tuesday? Do you remember me? \_\_\_\_\_ Great! Do you have a minute? \_\_\_\_\_ Great! I did the drawing and unfortunately your name wasn't drawn for the grand prize, but you did win one of the runner up drawings! My runner up prizes are \$10-\$20 gift certificates in my Mary Kay store. You receive the \$20 gift certificate when we get together for a quick pamper session within the next 5 days...or the \$10 gift certificate to shop on my website in the next 5 days. Which one would you like? Great! \_\_\_\_\_ Which is better for you, daytime or evening?

### **(Set the time & then add):**

Oh, and \_\_\_\_\_, if you decide to bring a couple of girlfriends, I can double your gift certificate! How's that for "free goodies"?

(send a thank you card that day, so she will have a reminder card and know that you are serious about this date)

(If she responds that everyone always wins a free facial.. say, **"Isn't that great? Mary Kay wants everyone to be a winner!"**)

You can make this a ONE A DAY challenge once a week!!

Take the list with you for the whole month and complete it during your daily errands or business. The idea is to talk to women you see everyday, but may not be "seeing" them as potential customers (or recruits!)

GOOD LUCK ....and have fun!!!!!!