

Getting Leads - Use this SKIN CARE SURVEY to get 100 new leads in one week!!

Thanks to Debra Bishop, Sales Director

Do you need lots of new leads?? Here is an old idea that is one of the best to get new leads! If you do this idea, you could get up to 100 new leads THIS WEEK!!!!

First, get 10 gallon zip loc baggies, the kind with the zipper. (They stay shut better.) Inside each one, put 10 surveys (4 to a page), a couple of pens, some business cards and a current brochure. With 10 of these, you'll have 100 surveys out. (Optional - sometimes I put mints in the bag, too, but not chocolate, it melts.)

Next, make a list of 10 sharp women you know. Women who work around a lot of women or who know a lot of women. Women who are "chatty Cathies" and aren't afraid to ask people for something! You know, the ones who always have that Tupperware or Avon brochure or the kid's fundraiser stuff!!

Say this to each one - "Hi _____! My Director has challenged me to get 100 surveys filled out THIS WEEK! There is no way I know 100 women, but I do know 10 sharp women like you. Would you help me out by taking this to the office (or church or wherever) and asking 9 other women to fill out one of these surveys? You'll be #10. For helping me out, I'll have a nice gift for you (or you can get any item in my brochure here at 1/2 price!) Thank you so much! I'll come pick it up from you on _____ (give her only 2-3 days).

When this was done years ago, let me tell you the results...

Of about 100 out, you'll get back 60-70 on the average. Out of that number, you'll have 20-30 who will check NO to a facial or will have a consultant. Throw those away (or give the ones you know to that consultant).

Of the remaining 40-50 who checked YES, you'll book about 1/2. Of that, about 1/2 will hold, which gives you 20-25 classes on the average. Out of those 1/2 will hold.

Hmmm, you say.....out of 70 names, I only get 10-15 bookings that hold??? Well, Sister Girl, when was the last time you had 10-15 bookings at one time????? Just think, if you ONLY average \$200 per class, that is \$2000 in sales!!!!

Name _____
Address _____
City, State, Zip _____
Day Phone _____
Night Phone _____
Cell Phone _____
Email _____

- 1) I am currently using a skin care line.
___ Yes ___ No
- 2) Have you ever tried Mary Kay before?
___ Yes ___ No

If so, when? _____

- 3) Do you have a Mary Kay consultant who currently services you? ___ Yes ___ No
- 4) If I were to offer you a free facial, would you be willing to try our products and give me your opinion?
___ Yes ___ No
Which is better? ___ AM ___ PM ___ Evening
- 5) Would you prefer to have your facial
___ alone? ___ with a few friends?
- 6) Would you be interested in hearing about what Mary Kay has to offer Today's Woman in part-time or full-time career opportunities?
___ Yes ___ No

Thank you for completing this survey. I appreciate your help.

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