

REFERRALS FROM CLASSES

On the back of the customer profile in the #4 spot- there is a place for referrals. One idea to make sure you get 5 new names from each guest at your skin care class is to ask the following questions. When your guest has filled in 5 names with 5 phone numbers, she gets a Dual Ended Applicator and Cheek Color Brush, tied together with a pretty ribbon as a gift from you. You should ask for these referrals between the skin care and the color application portions of the class. They can then use their brushes to apply the colors. You can give a small prize (hand cream sample wrapped up very pretty) to the person who fills out her card the fastest).

Let your guests know that when these ladies (the 5 names) sit down with you to try our MK skin care, they will receive \$5 in free MK products - their choice. They have the ability to earn \$25 in free product!!

1. In the 1st blank, ask them to write down a person that they care about - really care about, near and dear to their heart.
2. In the 2nd blank, ask them to write down someone they know who needs to be pampered - going through divorce, just had a baby, lost family member etc, works too much, etc.
3. In the 3rd blank, ask them to write down someone they know who likes to try new things - the cute trendy girl who always has the latest fashion, loves to shop.
4. In the 4th blank, ask them to write down someone who's never tried Mary Kay before - has a friend, doubt she's ever tried Mary Kay or anything for that matter.
5. In the 5th blank, ask them to write down someone who may enjoy learning about the Mary Kay business opportunity - could be the housewife who keeps it all together, or could be the woman with the MBA works 60 hours a week, corporate job and income but never sees her family.

(Don't forget to refer to your list of questions when calling your referrals. Let them know why their name was written down.)