

## **MOTHERS DAY SALES**

**"God cannot bless your work...  
if you don't give him anything to bless."**

**Do you need some money for summer vacations, summer camps for the kids, a new car, school tuition for next year.....or just for your new summer wardrobe???? Then don't miss this incredible opportunity to sell tons for Mother's Day!!!!!! Did you miss the boat on Easter sales? Don't miss this one!!!**

**For the past several years, many of you have sold a lot of Mother's Day baskets/gift sets ..... men buy a lot of these gifts, and as we know "they need our help" and they will spend a lot!**

**Mother's Day is just around the corner and it's time to make some serious money!**

### **Here's the plan:**

**1- Make sure you have product on your shelf. Mother's Day sales do not work well taking orders with beauty books. Simply because your main target is men and they are more visual.**

**2- Find 5 ladies to host a Mother's Day Extravaganza (basically a trunk show) in their home. At the Extravaganzas, ladies will simply do their Mother's Day Shopping. Have gift ideas \$10-\$50. When booking the appointment ask the potential hostess if she could get excited about doing her shopping for free. Tell her for every 10 buying guest she will earn a \$50 basket! Now, treat the Extravaganza just like a real booking. Get the guest list; names and numbers. When you call, entice each guest to invite two friends and she can earn a free nail polish. Are you calculating?**

**That's 30 people at 1 Extravaganza!!! On average a working woman spends \$100. That's \$3000! Could be lower; say \$1500. Do 5 Extravaganzas the week before Mother's Day and earnings for the week; or one day; Saturday = \$7500. That's on the low end! It takes money to make money!!!! Are you excited? Well get ready there's more! Prepare to become a basket making machine. We save the best for last.**

### **The MEN**

**3- For the men, fun begins on about Sunday at church when the minister says something about Mother's Day. The date is May 5th and Mother's Day is May 12th and the men have truly forgotten about it. Your sales should begin NOW May 3rd. Truly the fun begins Thursday-Saturday leading up to**

**Mother's Day. The goal is to find 6 spots around town that you can easily see 10 men at a time. A man will easily spend \$100. If you're a good talker and your make-up is hooked, you can get it up to \$200. Help him with his list -mother, grandmother, aunt, godmother, mother-in-law, wife or baby's mother :) Are you calculating? Let's go ahead and calculate your potential earnings for these days. Each stop would be:  
\$1000 x 6 = \$6000.**

**Now I know you are excited and want to know where to go.**

**Hot Spots for Men:**

**1-the gym**

**2-the car wash**

**3-car dealerships (test drive a Grand Am or Pontiac Vibe)**

**4-places you get your oil changed**

**5-barber shops**

**6-detail shops**

**7-insurance offices**

**8-police departments**

**9-law offices**

**10-church**

**These are my top ten places but just remember there is a puzzled man everywhere you look that you could help out.**

**So be a help to the men, and make money in the process.**

**Let's calculate one last time.**

**5 Extravaganzas = \$7500.00**

**6 Hot Spots = \$6000.00**

**Your Total = \$13,500.00 Profit = \$6750**

**GET EXCITED!!!!!!!**

**Ladies remember for this to work you need to get some product on your shelf I must get going because I need to make MY baskets!**

**Make The Plan Work For You. YOU CAN DO IT!!!!!!**

## **Mothers Day Restaurant Contacts**

Thank you Gloria Lewis

I have for 3 years gone into TGI Fridays and passed out samples of Mary Kay products and gotten names to follow up with. This has been very successful. I have new customers and new business partners from the effort. And my Unit Members have too.

### **Script to Call Restaurant:**

May I speak to the Manager? Thank you. \_\_\_ this is \_\_\_\_\_ with Mary Kay Cosmetics. One of the services we offer restaurants is on National Secretaries day (Mothers Day) to pass out samples of our products to all women. It's just a nice way to treat your customer. May we do this at your restaurant? If yes, National Secretaries day is Wednesday the 26<sup>th</sup>. Many bosses take their office assistant out on Thursday and Friday, may we also come those days. We will be doing drawings for free Mary Kay products. May we have a gift certificate from your store to give away too? Thank you very much.

### **Approaching Tables:**

Always wait until they have been seated, the server has taken their food order and served their beverage. This is the best time. They are generally just chatting.

Hi my name is \_\_\_ and I am with Mary Kay Cosmetics. Mary Kay and (restaurant name) have teamed up to honor all women for National Secretaries day (Mother's Day). I would like to give you a sample of Mary Kay's revolutionary new skin care system called TimeWise. Mary Kay is conducting the Worlds Largest Skin Care Survey. Please put your name and number on my card and I will call you to complete the survey. We are also having drawings for (TGI Fridays) and Mary Kay. Have a great day!

You never know when the boss might be a woman, so you don't want to say we are honoring secretaries, she might feel offended and not take your sample. She could be looking for the opportunity we have and you now lost the contact.

### **Follow Up Call Script:**

Hi \_\_\_ this is \_\_\_ with Mary Kay Cosmetics, how are you today? Great I just called to set a time to do that complimentary makeover or manicure. Which would you prefer the makeover or the manicure? Which is better for you, daytime or evening, first of the week or the last, 6:30 or 7? Great let me ask some questions about your skin care routine. (profile card questions) \_\_\_ I am looking forward to your makeover (manicure) on \_\_\_ at \_\_\_. It is as easy for me to do 3 or 4, as it is to do one. Is there any reason why you wouldn't share your facial (manicure) with some friends? You will receive free products for sharing. Does that sound like fun? Great Call me tomorrow with their names and phone numbers so I can find out about their skincare routine and needs.

*If no:* May I ask you why the facial is free it's just how we show our products and with our revelatory new skin care that has Retinyl Palmitate and age fighting properties, your skin would be receiving the best products available with our new research. Wouldn't you like to experience these new products? Great which is better for you, first of the week or the last, daytime or evening, 6:30 or 7.

## CONTACTING SIGNIFICANT OTHERS

WITH MOTHER'S DAY JUST AROUND THE CORNER, THOSE SIGNIFICANT OTHERS AND THEIR CHILDREN WILL BE JAMMING THE FLORISTS AND CANDY STORES ETC, WHY NOT HAVE THEM JAM YOUR STORE?

THIS WEEK IS ONE OF THE BEST SELLING WEEKS IN MARY KAY, DON'T MISS OUT. WHAT YOU WILL NEED, A MALE VOICE AGE 12 OR UP, (LET YOUR SIGNIFICANT OTHER SEE HOW MUCH YOU CAN MAKE IN 3 HOURS AND HE WILL BE A TRUE BELIEVER, OR HIRE A HIGH SCHOOL BOY FOR 3 HOURS) A WORKING PHONE, 3 HOURS=\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

HI \_\_\_\_\_, THIS IS \_\_\_\_\_ YOUR WIFE'S PROFESSIONAL BEAUTY CONSULTANT WITH MARY KAY COSMETICS, I WILL ONLY KEEP YOU A QUICK MOMENT. EVERY MOTHER'S DAY, I OFFER A PERSONALIZED SHOPPING SERVICE FOR THE HUSBANDS OF MY PREFERRED CUSTOMERS AND GIFT WRAP FOR YOU FREE OF CHARGE. COLLECTIONS ARE PRICED FROM \$25 TO \$100 DEPENDING ON YOUR NEEDS AND BUDGET. I KNOW OF COLLECTIONS YOUR WIFE WOULD LOVE TO RECEIVE FROM YOU AND GET YOU OFF THE HOOK OF THINKING OF SOMETHING FOR HER, I DO ACCEPT MASTERCARD OR VISA, MAY I SUGGEST THEM TO YOU?

(HUSBANDS NAME), (WIFE'S NAME) REALLY WOULD LOVE TO HAVE THE (NAME ITEMS) COLLECTION AND THAT STARTS AT ONLY \_\_\_\_\_, BUT I KNOW (WIFE'S NAME), WOULD LOVE EVEN MORE IS TO GET THE (SPA COLLECTION & TIMEWISE COLLECTION) FOR ONLY \_\_\_\_\_, THAT WOULD MAKE HER MOTHER'S DAY REALLY SPECIAL THIS YEAR, ALL I NEED TO KNOW (HIS NAME) IS WHICH COLLECTION YOU WOULD LIKE AND WHERE I CAN DELIVER THESE TO YOU, AND DON'T FORGET THEY WILL BE BEAUTIFULLY WRAPPED?

ENCLOSE THIS POSTCARD AND SELF-ADDRESSED STAMPED ENVELOPE BACK TO YOU, WITH THE BILL WHEN YOU DELIVER. PLEASE FILL IN YOUR NAME AT BOTTOM OF CARD BY CLICKING BEHIND THANK YOU.

THIS WILL GIVE YOU THE OPPORTUNITY TO CALL FOR ALL EVENTS.

### CALLING PREFERRED CUSTOMERS (MUST KNOW IF SHE HAS A MOM LIVING)

HI \_\_\_\_\_, THIS IS \_\_\_\_\_, I WILL ONLY KEEP YOU A QUICK MOMENT. ARE YOU TRYING TO FIND THAT SPECIAL GIFT FOR YOUR FOR MOM FOR MOTHER'S DAY? EVERY YEAR I OFFER A PERSONALIZED SHOPPING SERVICE FOR MY PREFERRED CUSTOMERS AND GIFT WRAP FOR YOU FREE OF CHARGE. COLLECTIONS ARE PRICED FROM \$25 TO \$100 DEPENDING ON YOUR NEEDS AND BUDGET. I KNOW SHE WOULD LOVE (FILL IN GIFT COLLECTION) FROM YOU AND THAT WOULD GET YOU OFF THE HOOK OF THINKING OF SOMETHING FOR HER AND WOULD MAKE HER MOTHER'S DAY REALLY SPECIAL THIS YEAR, I DO ACCEPT MASTERCARD, VISA, DISCOVER AS ALWAYS. (\_\_\_\_\_) CAN I HELP YOU OUT?

I KNOW YOUR SPECIAL LADY WILL LOVE HER SURPRISE GIFT FROM YOU. I APPRECIATE YOUR BUSINESS. WOULD YOU TAKE A MINUTE TO FILL OUT THE ENCLOSED CARD AND RETURN TO ME IN THIS ENVELOPE. IF YOU ARE USING A CREDIT CARD PLEASE FILL OUT INFORMATION

MASTER CARD \_\_\_\_\_ VISA \_\_\_\_\_ DISCOVER \_\_\_\_\_

NUMBERS \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

IF YOU WOULD LIKE TO BE CONTACTED FOR OTHER SPECIAL DAYS PLEASE PUT AN X BY THE ONES YOU WOULD LIKE.

VALENTINES DAY _____	IF YOU CAN BE CONTACTED
HER BIRTHDAY _____	AT WORK, PLEASE WRITE IN
CHRISTMAS _____	PHONE# _____
ANNIVERSARY _____	THANK YOU AGAIN,

I KNOW YOUR SPECIAL LADY WILL LOVE HER SURPRISE GIFT FROM YOU. I APPRECIATE YOUR BUSINESS. WOULD YOU TAKE A MINUTE TO FILL OUT THE ENCLOSED CARD AND RETURN TO ME IN THIS ENVELOPE. IF YOU ARE USING A CREDIT CARD PLEASE FILL OUT INFORMATION

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