

PROS of birthday leads vs. bridal leads

- Everyone has a birthday but not everyone is getting married
- Brides get distracted, don't always have time
- Everyone wants to celebrate their birthday whether they admit it or not!
- More likely to share with friends and easier because with bridal leads they might think they want to only share with bridal party!

Prepare yourself for making the phone calls:

1. quiet area
2. someone to do calls with so you don't let yourself quit
3. enough leads - minimum of 100
4. Keep track of YES/LM/NO/Hung Up on :) I find it funny when people don't listen. They have no idea what they are missing out on!
5. Reward for getting through them! Ice Cream sundae, brisk walk.
6. If someone else answers what to say. "Do you know when she might be home? Awesome I will try back later." If they ask who I am I say my name and that I received her name as a referral.
7. If you get an answering machine: Either hang up and try later OR, "Hi ___ this Lisa and I have a fun and kind of crazy reason I am calling. Call me back either today or tomorrow and I will fill you in on the details. My number is _____. (repeat your number) Can't wait to hear back from you."
8. If you get the woman:
"Hi, is ___ there? Hi ___ this is Lisa Rada with Mary Kay Cosmetics and I am local in the Madison Area. I would love to pamper you in honor of your birthday coming up in December! Tell me, ___ what is your familiarity with Mary Kay products?" (Find out if she has a Mary Kay Consultant)

If she does have a consultant:

"Thank you so much for using our products and your loyalty to your consultant. If you give her a call I am sure she will offer you a special gift just for your birthday if she hasn't already! Again thank you for your time and have a happy birthday!"

If she doesn't have a consultant:

"Tell me ___ what would work better for you a weeknight or weekend? Great, I have ___ and ___ available. Which would you prefer?" (Get the appointment in your datebook)

If she really sounds excited then I do offer the following: (if she isn't overall excited I just keep it as a facial booked)

"If you would like to share your pampering session with some girlfriends we can turn it into a little birthday party for you!" Does that sound like something you might like to do? What I can offer you is \$75 in product for \$35 if you have 2-3 ladies join you; \$75 in product for \$25 with 4-5 ladies and \$75 for FREE with 6

ladies. Plus I do all the work for you. When you provide me a list of the women you want invited to your party of 10-20 names, addresses and phone numbers I will mail out postcards inviting them for you. They will RSVP to me and I will call you a day or two before to let you know who is all coming. So you literally don't have to do anything but provide me the list. When you get me your list within the next 2 days I will have a mini compact empty for you as a hostess gift. Doesn't this sound fun?"

"Awesome. I will send you an email with all the details and then you can just email back your guest list."

"Now, one last thing so I can be prepared with all the correct products for you. What type of skin do you have? Normal, Dry, Oily or combination? What color eyes do you have? What color hair? What I will do is put together a glamour look just for you! All your friends will be receiving a fast and fabulous look, but you will get the full nine yards. How about that?"

"Do you have any questions of me? Great, I look forward to meeting you and pampering you for your birthday."

If someone asks where you got there name:

"I work with a birthday referral service and it has allowed me to meet so many nice, fun women in your area. So thank you for taking my call!" If they press further and want the name of the service I would just say, "You know I can tell you are uncomfortable with this so I just thank you for taking my call and I will leave it at that. I hope you have a great birthday."

If someone doesn't sound excited and they do book with you:

"I want to thank you for booking a date with me, but I just want to be sure this is something that you would enjoy doing and being able to meet each other. I hear a bit of hesitation in your voice so I don't want to make you uncomfortable or waste your time. Is there any reason why you wouldn't want to get together?"