

Follow up on Table Opportunity Leads

IF	THEN	NOTES
Have email (and/or other info)	Put on MKIntouch myCustomers List	Schedule regular eCards to go out to your list throughout the month. Most retailers send out an email every 2-3 days. If she doesn't care to know more, she will "Opt Out."
Asked for a makeover	Book her	Use the attached booking script as a guide. You may offer her a gift, too. (PCP premium, old Limited Edition product, color cosmetics, etc.)
Indicated she wants to learn more about MK opportunity	Book her for a makeover and interview her at the appointment.	May ask Sales Director to help you with the interview
Provided only her name and phone number	Phone her and tell her you are glad to have met her and ask her how you may help her. Would she like a complimentary pampering and/or to be included in your email messages?	
Says she has a consultant	Attempt to contact her consultant and let her know you ran into her customer and how nice she is. If you can't reach the consultant, call the woman and let her know how much you enjoyed meeting her. If her consultant is not local and she indicated on her drawing slip or verbally that she wants a makeover, OFFER HER ONE and ask her to share her appointment with a few girlfriends.	ALWAYS refer back a customer to her consultant (you want other consultants referring your customers back to you!) If you do a makeover with her (ONLY if her consultant cannot), ask her if there's any reason why she wouldn't share her appointment with a few friends. She will get an update makeover, you will refer her back to her regular consultant for servicing, and her girlfriends will be your customers.
They only put down a name	Since they did not provide a way to contact them, assume they prefer not being contacted :)	Throw their slips in the trash.

Table Opportunity Booking Script

Hello, _____. This is _____ with Mary Kay.

Thank you for your stopping by and entering the drawing at our table at the expo Saturday! Did you have fun and find some great gifts? _____ That's awesome!

Well, Congratulations! You won a Personal Pampering Session and a _____ (ex: *\$10 gift card; a color cosmetic of your choice; a product you'd like to move off your self, etc.*) that I will deliver when we get together! How exciting! Your pampering includes an aromatic hand treatment, plumping lip therapy, age-fighting skin care treatment and Mineral Makeover. And you may share your pampering session with up to 5 friends. How does that sound?

Which works better for you — _____(dates and time)?

Great! Now do you have a quick minute more so I can ask you a few questions to make sure I bring everything you'll need?

(Pre-profile.)

Is there any reason why you wouldn't want to share your appointment with a few friends? Great! Do you know right off who you'd like to invite? Great. (Jot names, emails, and phone numbers. If not,) How about I call you this same time tomorrow for the girls' names and numbers so I can fill out their profile info, too?

Ok, _____. I look forward to talking with you tomorrow and pampering you silly on ____ (date).

Have a great day!