

Operation Occupation!

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Consultant Name _____

Director Name _____

of facials booked _____

Having "snow blindness" on your books? This is a great way to meet new people and schedule facials!

Take the list with you for a week and complete it during your daily errands or business. The idea is to talk to women you see everyday, but may not be "seeing" them as potential customers (or recruits!)

SCRIPT FOR "Operation Occupation" MODEL HUNT!

"Hi, do you mind if I ask you a quick question? My name is _____ and I am in a Mary Kay contest called "Operation Occupation"! I have to find all of the categories on this list and you..... Would you mind helping me out with this?"

When she agrees, you say... *"Thank you so much...have you ever been a model in a Mary Kay portfolio before? I'm putting together a professional women's portfolio of before and after pictures to showcase the Mary Kay product line. I would love to feature you in it, representing _____! To thank you for your time, I will have a \$10 product gift to present to you when we meet. Is there any reason why I couldn't borrow your face?"*

Once you have a date scheduled, ask her if she might have a friend from one of the other occupations she would like to invite and offer to double her product gift for sharing her apt. with 2 friends.

Exchange names and #'s, or schedule her private "before appt" on the spot! When portfolio booking, you may find it helpful to hold a 45 minute "before appt" (skin care focus) and a separate 45 minute "after appt" for advanced color.

At the end of the private "before photo" facial, it's easy to book that color appt and entice her to share it with friends!

SMART BOOKING STRATEGY:

Seek out "mature models" specifically, those aged 50 and over, to profile in this portfolio. Share *TimeWise Repair* with them and their friends. You could even do something special for women born in 1963, the year our company was founded!

Since they are not involved in back-to-school, they are much less likely to postpone on you in August. Also, demographically, women in this age group have the most discretionary income. They also make great team members! Many have an empty nest and/or dream of accelerating their retirement.

With this activity, **remember to ask for referrals.. "Who do you know..."**

You can do this!!