

HOW TO GET 100 NAMES FAST

How would you like to have 100 names in just a few hours to really get your business zooming and maybe put YOU in the National Court of Sales and National Court of Recruiting at Seminar?? This idea comes from Gloria Martinez via NSD Cheryl Warfield. She shared the idea with Janet Steele in Naples and in 15 minutes she had 40 names! In 65 minutes she had her 100 names! Linda Johnson then tried it and had her 100 names! Linda Johnson then tried it and had her 100 names in a day! I challenge YOU to try it and you will never be without leads again!!!

Make a list of 10 people that you want to call. If you are new, it will be a list of friends and business associates. If you are an established Consultant, it will be your 100 best customers.

Call them and say: "Hi _____, this is _____ with Mary Kay. Do you have a minute? Great! I'm so excited and I couldn't wait to call you. My Sales Director has challenged me to talk to 100 people in the next two weeks! And since it's so cold (hot) outside I've decided to work smart. I've selected 10 of my best customers (or favorite people) and I'm asking them to help me by giving me 10 referrals and phone numbers. To say thank you for helping me meet my challenge, I would like to give you your choice of our _____ or _____ (approx. \$10 value). (Briefly tell them about the benefits of both.) Is there any reason why you couldn't help me in this endeavor? I'd like to deliver your gift this Friday."

They are coming up with 10 names on the spot, but if she should need some time to think, say, "OK, I'll call you back tomorrow about this same time to get your list, because I'd like to drop off your free gift on Friday".

Once you've got your list of 100 names, you are ready to make your calls, you say, "Hello, may I speak with ____? This is ____ with Mary Kay. We have a mutual friend by the name of _____. She spoke so highly of you that I'd like to treat you to a total skin care and glamour makeover, if you'll agree to let me take your picture for my Before and After portfolio. It only takes an hour, and you'll feel absolutely wonderful when we're finished, with a total new look for the new year (fall, summer...). Which would be better for you, during the day or in the evening? Beginning or end of the week?"

After it is booked, say "What most women are doing is inviting a close friend or relative, someone you really trust to give her honest opinion to you. Someone who will tell you, "Yes, I like that color", or "No, try this color". Of course, we'll let her have a makeover too, but her main purpose will be to tell you what she honestly thinks. Who is the person you trust the most? Great!"

THE RESULTS ARE PHENOMINAL!!! Everyone called is polite because of the mutual friend, and at least half are booking! Do the appointment as you normally would, stressing the check-up facial all the way through, and do you "roll-up" close. Be sure to schedule her follow-up appointment and couch her properly, being sure to find out what she would like to have as a hostess gift!