

Corporate Gift-Giving Services

FIRST, make a list of ALL holidays (Secretaries Day, Nurse's Day, Grandparents Day, Teacher Appreciation Day, etc.)

SECOND, go through the yellow pages and make a list of what businesses would celebrate these holidays (Schools and Universities- Secretaries Day, Teacher Appreciation Day; Hospitals- Nurse's Day, Secretaries Day, etc)

THIRD, Ask for the right person!! Secretaries, Assistants and Receptionists can be tough to get passed, so know who to ask for. Most business have some sort of Human Resources Department, so that is a good start. If you are not sure, ask for the Office Manager. TRY NOT to tell just anyone why you are calling. It may sound to them like a telemarketer or solicitor, so it's best to try to get a name of a contact, then call back later if they are not available at that time.

LAST, it is so important to remind them that flowers die and your gift will make a **lasting impression** on someone. We can offer gifts for both men and women and have a multitude of price variation. Let them know that **YOU CAN DELIVER WITHIN 48 HOURS JUST LIKE A FLORIST IF NEEDED** (if possible). Once a contract has been signed, it is appropriate to ask for ½ now and the other ½ upon delivery. This is for you to get any product you may need and the supplies you need (baskets, cellophane, ribbon, cards, etc) to be able to begin the order. Think **SMALL** to Think **BIG**... Just remember to overcome objectives and you have a **WONDERFUL** service to offer them that will **MAKE THEM LOOK GOOD!!** They need you whether they know it or not. And when/if you get cut off at the knees... **NEXT!**

Here is a script to get you started **ONCE** you get the right person on the phone:

REALTOR:

"Hi, my name is Elizabeth Elder and I am a Sales Director with Mary Kay Cosmetics. I was wondering what you do for your gift-giving service **as a thank you to the new homeowners once you sell a home.**" This gift may be a Satin Hands Set in a basket from the Dollar Tree with paper shred, cellophane and a beautiful bow. If they purchase enough, give them a discount. You set the price according to their budget.

HOSPITAL:

"Hi, my name is Elizabeth Elder and I am a Sales Director with Mary Kay Cosmetics. I was wondering what you do for your gift-giving service **for Nurses Day, or Secretaries Day.**" This gift may be a Satin Hands Set in a basket from the Dollar Tree with paper shred, cellophane and a beautiful bow. If they purchase enough, give them a discount. You set the price according to their budget.

HOSPICE:

“Hi, my name is Elizabeth Elder and I am a Sales Director with Mary Kay Cosmetics. I was wondering what you do for your gift-giving service **as a sympathy or encouragement gift for your patients/families.**” This gift may be a Satin Hands Hand Cream in a small basket from the Dollar Tree with paper shred, cellophane and a beautiful WHITE bow (to show sympathy). Also, purchase some professional sympathy cards or encouragement cards and attach a card with a pin to the bow. The employee may want to write a special note inside or you can. Either way, make sure it is short, sweet, simple and PROFESSIONAL! If they purchase enough, give them a discount. You set the price according to their budget.

CAR DEALERSHIP:

“Hi, my name is Elizabeth Elder and I am a Sales Director with Mary Kay Cosmetics. I was wondering what you do for your gift-giving service **as a thank you to your car-buyers.**” This gift may be a Satin Hands Lotion in a \$1 mug from the Dollar Tree with cellophane and a beautiful bow. Some dealerships will even give you mugs with their logo on them to use, or let them know you can get some nice ones for them. Either way, sell this for \$10 each and a car-buyer will remember this when they are in the market for a car in the future, or when referring a friend.

SCHOOLS/UNIVERSITIES:

“Hi, my name is Elizabeth Elder and I am a Sales Director with Mary Kay Cosmetics. I was wondering what you do for your gift-giving service **for Teacher Appreciation Day or Secretaries Day.**” This gift may be a Satin Hands Lotion in a \$1 mug or small basket from the Dollar Tree with cellophane, paper shred and a beautiful bow. If they purchase enough, give them a discount. You set the price according to their budget.

ATTORNEY’S:

“Hi, my name is Elizabeth Elder and I am a Sales Director with Mary Kay Cosmetics. I was wondering what you do for your gift-giving service **for your clients.**” This gift may be a Satin Hands Lotion in a small basket from the Dollar Tree with cellophane, paper shred and a beautiful bow. If they purchase enough, give them a discount. You set the price according to their budget.

GIFT SUGGESTIONS FOR MEN: Lip Balm, hand cream, shave cream.