



Deserted Island Name Game

If you're out of names and want some fresh faces to work with, try playing this game at your next class. At the close of the facial, class, or collection preview say, "Oh, I forgot—we get to play a

game. Okay, I want you to pretend you are stranded on a deserted island. But, being the industrious woman that you are you have built a 3 story grass hut. And, one day you happen to be on the balcony of the hut and you see in the horizon a small row boat coming ashore. When you can see more clearly who is approaching you notice that it is one gorgeous hunk of a man—looks like Brad Pitt or Tom Cruise. Now, you only have about 5 minutes to rush back into your hut and put on ONE glamour item before you meet him at the shoreline. What would you make SURE you put on—lipstick, eyeshadow, cheek color or mascara. Write down what the one item would be (either on their profile card or on an opinion poll). Okay, now, I want you to think of 7 friends, coworkers, family members—with their phone numbers—who aren't here tonight, but would have had a good time. The first person to 7 gets that glamour item 1/2 off. On your mark, get set, go!!"

Then I even bring a phone book with me, or sometimes the hostess will go and get hers. Some people even pull out their address book. As they're writing I say things like—"Think of people from work, wives of your husband's friends, from church, from bowling, volleyball, softball, neighbors.....and remember, I WON'T use your name." A lot of times when the first person gets to 7 the others may quit writing because they didn't win. So, I'll say, "Now, if you still get to 7 then you can get your glamour item at 25% off!!"

*Now it's time to call all those people and schedule them for makeovers. I usually book 7 out of 10 with the following script. And remember, you can't use the name of the person who gave you the referral:

"Hi, _____, this is Mary Gronholz—you actually don't know me and this will probably seem like a strange call, but one of my customers gave me your name because I asked them to think of someone they knew who was over-worked, under appreciated and deserved some extra pampering and she gave me your name. And she has a special gift reserved for you which includes a \$10 gift certificate with Mary Kay (this is the FIRST time you ever mention Mary Kay) along with a total skin care analysis and glamour makeover. And, it takes about 45 minutes to do and I was just wondering if a daytime or evening works better for you?"

Then, schedule the appointment, preliminary coach it, suggest she shares her makeover with a friend, send her a reminder postcard and go make a difference in someone's life!! If she asks who gave her the gift I say, "Oh, I'm sworn to secrecy.....she doesn't want you to know, because she said you're the type of person who would want to get her something in return....and she just wanted to pamper you!! Happy booking, selling & recruiting!!