

Secret Pal Referral Booking Strategy

1. Ask your class guests for 10 names of friend who they would love to pamper with a “Secret Pal Pampering Package.” Or, call ten customers or friends and ask for 10 names—that’s 100 new prospects!! Or, use names from guest lists of people who didn’t come to the skin care class.

“Hi, this is _____ with Mary Kay. I’m calling because I have a 100 face challenge from my director. She told me to call the 10 sharpest women I know and ask for the names of ten people who you would love to give an anonymous Secret Pal Pampering Package. I immediately thought of you because _____. They get a skin care and color consultation, and I’ll give you a lipstick for helping me reach my challenge. Should I call you back or do you have your address book handy right now?”

2. Then, call your prospects:

“Hi, _____ this is _____. You actually don’t know me, and you’ll probably think this is the strangest call, but I asked one of my customers whom she felt deserved some extra pampering and she gave me your name. And, she’s reserved a gift for you and I just wanted to let you know what the gift includes. It includes a \$10 gift certificate with Mary Kay along with a total skin care analysis and (holiday, fall, spring) color makeover FREE. Now she wanted to make sure you did it before the holidays and it takes about 45 minutes to do.....so, which works better for you, an afternoon or an evening (be sure to offer 2 choices). Schedule the date and time and ask her questions about her skin and what she currently uses.

3. After you’ve scheduled her facial, tell her: “You know, since you don’t know me you might have more fun sharing your pampering session with a friend or two. And, I’ll tell you what, I’LL throw in an extra \$5 gift for YOU per friend up to 4 friends. So, you could get an extra \$20 gift certificate in addition to what your friend has given you.”

4. Coach the facial/class with a postcard and preprofiling call.

5. You can also use this script with referral names that people put on the Sets Sheet at the skin care class.