

Restaurant Promotion

How to book your promotion:

Make a list of FAMILY owned restaurants in the areas you wish to work.

Plan an afternoon to visit each restaurant.

What to say:

“Hi is there a manager available? Hi, _____ I’m _____ with Mary Kay cosmetics. I wanted to let you know about the customer appreciation nights we are doing with the restaurants in your area. What we can do is come in on a Friday or Saturday and treat all of your women customers to a rose at the door. Your customers will get the opportunity to enter their names into a drawing to win a free spa package from me plus a gift certificate from your restaurant, which I will purchase from you. Is there any reason why you wouldn’t enjoy a customer appreciation night from us within the next few weeks?”

Great!

Should we come in this weekend or next weekend?

Are Fridays or Saturdays busiest for you?

Should we come in at 6 or 7?

(Get the manager’s business card before leaving and shake his/her hand)

What you need for the day of your promotion:

-Roses (Get at least 2 dozen. Costco has great prices)

-Entry forms (You can get these on Monday nights)

-Pens

What to say to the customers:

Hand them a rose. “Hi, we’re having a customer appreciation night tonight for all of our customers. Here is a rose for you. You also get to enter to win \$150 worth of spa products and a gift certificate to the restaurant. (wrap the entry form around the bottom of the rose and hand it to them with the rose)

-You can let them enter while they are waiting for a table, or at their table.

-Tell them to write the women’s names that they are with at the bottom, so if one wins, all will win. (this way, you won’t be calling a bunch of people who know each other, letting them all know that they won)

Call your leads within 24-48 hours.

Use the script from facial box leads.