

Tobi's fun "Secret Pal" or portfolio referral booking

1. Ask your class guests for 10 names of friends 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! Tell them specifically who you are looking for to build your portfolio (nurses, teacher, women in their 30s, new college graduates....)

"Sue, this is _____ calling. I'm reaching out because I am working on a special project for my Mary Kay business building a portfolio of _____ (teachers, women in health care, businesswomen, brunettes...). I'm wondering if you know anyone who fits that profile that I might feature. Who comes to mind? (she answers, if she knows nobody then ask "who do you know who might have connections like that?). If she gives a name, then ask: "I would love to present her with one of my portfolio packages and you with a Mary Kay gift for your help with my project. Is it best if I message her on facebook, or would you mind giving me her phone or email?"

2. Then, call your referral prospects:

"Hi, this is _____ calling, do you have a quick second? You don't know me, but a great client of mine (or give her name) has reserved a Secret Pal (or portfolio) Pampering Package. Isn't that fun? Let me tell you what's included. You get a Mary Kay microdermabrasion plus facial along with a color lesson and a fabulous savings pass to spend any way you'd like. We just need to connect our schedules so I can bring this over to you. Is this week or next better for you?"

3. Coach the facial/class with a postcards.

During the Holidays, turn this into a Secret Santa Pampering Package that must be given before Christmas. You'll never have date book whiteout again, and you'll always be meeting new people!