

ADMINISTRATIVE PROFESSIONALS DAY

Melinda Mercedes Balling

Scheduling Appointments with Local Businesses



Think of businesses that typically have several female employees on staff. Example, Credit Unions, Banks, Insurance Agencies, Schools, Accounting firms, specific State Offices, etc. Call the business and ask to speak to the Office Manager/Bank Manager (person in charge). You can use the following dialogue:

Hello, my name is _____ and I am an Independent Beauty Consultant with Mary Kay. In honor of Administrative Professional's Week, we are selecting local businesses and presenting their female staff with a gift certificate and a complimentary pampering appointment. In addition to the gift certificate, the appointment will include a special skin care treatment as well as a spa treatment for hands and lips all at no cost to your company or the individual receiving the gift. We would love to show our appreciation to the working women in your office and make sure each one receives her pampering gift. By the way, we are happy to bring enough gift certificates for all women in your office, even those who may not be administrative professionals. So that I may be sure to drop off enough certificates, may I ask how many women are in your (office, Company)?

Once you know how many women will be receiving the gift, arrange a time to meet with the person you are talking with to "present" the certificates. When you arrive, you may want to have a special little "thank you" gift for your "contact" person. After you arrive, explain that you would like to personally present the "pampering gift certificate" to the women and also give them an opportunity to be entered into a special drawing for a pampering basket of Mary Kay products. If this is not possible, ask to leave the entry forms which you will pick up the next day.

Suggested "gift" to attach to Gift Certificate. I like to present a pink carnation or rose which can usually be found at Costco, Sams or even your local grocery store. Use curly ribbon to attach the gift certificate for a complimentary Beauty Treatment. Or, you can take a Cello bag, tissue, curly ribbon, rolled gift certificate, tied with a ribbon, a few pieces of Dove Chocolate, hand cream sample, or lipstick sample (whatever you have on hand). You can decide if you want a dollar value on the gift certificate, just indicate that it can be redeemed at the facial.

Visiting Local Businesses Without an Appointment (Drop In)

Administrative Professionals Day/Week is a great time to generate new leads/customers by visiting local businesses. Wednesday, April 25th, is the "official day", but recognition is continued for the entire week. If you work a full time job you could still visit local businesses during your lunch hour. Here's how to make this opportunity work for you: Drop into local businesses....credit unions, banks, insurance agencies, real estate offices, anywhere you can think of where there are women working. Introduce yourself to the receptionist, using the following dialogue.

Hello, My name is _____, I'm an Independent Mary Kay Beauty Consultant. Because this is Administrative Professional's Week, we are dropping into local businesses to present working women with a gift certificate that includes a complimentary pampering appointment. Have you received your certificate yet? No? Great, well it is my pleasure to present you with this (hand her the certificate) and I want to say Thank you for your service at (such & such... Company/Bank, etc.) and let you know that we appreciate all you contribute to our community. I am also giving away a pampering basket worth \$____, (I suggest at least \$50...your cost only \$25.. You will call on several businesses and get lots of names, so it will more than pay for itself. This will give you an opportunity to get names and numbers. If you team up with another consultant you can split the cost). If you would like to fill out this entry form, I'd love to put you in the drawing.

Next you are going to ask if you can just quickly go around the office and give each woman working her gift certificate and personal Thank you. You are going to use the same dialogue above with each woman you are able to connect with. If you are working full time, you could still approach 2 or 3 businesses in your working vicinity during your lunch hour. Trust me, this is going to be a win/win. The women you come in contact with will feel good about you and our Company which you so beautifully represent! Remember, when you follow up, although there is just one Gift Basket Winner, you will be following up to schedule a time for her to redeem the gift certificate she received for her Complimentary "Beauty Treatment". Note: Be sure to ask if she already has a consultant. Naturally if she has a consultant, you will give her consultant a call and ask her if she would be willing to give her customer an update facial and honor the gift certificate.

***Jump in and have fun with this.
There are so many women out there wearing
the wrong brand. We have to change that!***